

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLII. NEW YORK, FEBRUARY 25, 1903.

No. 8.

J S BRIGGS

Leading Newspapers

THE undersigned have published a small volume of 204 pages, in cloth and gold, comprising seven separate, classified selections of newspapers compiled by the editor of PRINTERS' INK, consisting of: (1) Leading Newspapers considered by States. (2) Greatest Circulations—comprising all periodicals believed to issue regularly so many as seventy-five thousand copies. (3) Sunday papers of largest circulation—enumerating all believed to issue regularly so many as seventy-five thousand copies. (4) The Religious Press. (5) Agricultural Newspapers. (6) Foreign Newspapers in the United States—a list of the best. (7) Class and Trade Papers.

For most advertisers this is a more useful volume than the American Newspaper Directory, which costs ten times as much.

Price, One Dollar

forwarded by mail on receipt of price. Address

GEO. P. ROWELL & CO., Publishers.

No. 10 Spruce Street, New York.



The trade of the country person who does not read his local weekly is of no value—waste of time looking for it. The country weekly reaches everybody who has a dollar to spend—does so every week. There are no intervals, no lapses.

Catalogue-booklet of 1,500 local weeklies, explaining how one-sixth of all the country readers of the United States are reached weekly, mailed free by

ATLANTIC COAST LISTS,

134 LEONARD ST., NEW YORK.

One inch—six months—\$1,200.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLII.

NEW YORK, FEBRUARY 25, 1903.

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TRADE AND TECHNICAL JOURNAL ADVERTISING.

VI.

Prestige is a valuable asset for any business, but it isn't the whole business, and, in itself, is not sufficient to carry a business along indefinitely in these days of strenuous and liberal advertising. It will be at once apparent to anybody who makes a careful study of the advertising pages of the principal machine-tool mediums that some of the oldest and largest manufacturers are trading largely on prestige and using it to piece out what is in many cases a ridiculously small advertising appropriation. The most conspicuous cases, are, of course, in the East, for here we find the pioneers—those who were in business before advertising became the necessity that it is to-day. One such concern is using a space of six inches, in which to cover one of the largest and finest lines of tools; simply mentioning its various products, without details or description of any sort; while a Western competitor, making only two or three tools, uses a full page in which to illustrate and describe various operations which can be performed to advantage on one of them. The Western manufacturer's machine may or may not be as good as that of the older concern in the East, but there isn't prestige enough in the whole machine-tool business to stand alone against his liberal aggressive, educational advertising, and the house of much prestige and little space has already felt its effects, though not seriously.

There are a dozen of such cases among the big, conservative machine tool makers of the East. They seem to lose sight of the fact that

the machine tool buyers and users of to-day and of the next twenty-five or thirty years are largely of a new generation with new ideas and without any special regard for a reputation made years ago, which may or may not now be deserved. The only way to perpetuate prestige and make it profitable is to make a good machine and use enough space in the good mediums to tell why it's a good machine. The manufacturer who says, "Everybody knows me" is always mistaken, even in the sense intended, and if he will take a census of those who know him, after five or ten years without advertising, he will find that most of those who remember him at all are under the impression that he has gone out of business. Prestige is often only another name for petrification. I presume that some of those old concerns take the position that, having a sufficiently large number of old customers to give them all the business they want, it is useless to advertise. That is another mistake, for what manufacturer owns his customers? How many can make a list of a dozen and say "These will buy only of me"? You saw in last week's paper, number five of this series, how a single advertisement won a customer away from a manufacturer whose machine he had been using; and this happened to be just such a case as I have cited—a liberal Western advertiser, but a few years in business, putting comparatively a new tool and good advertising against the good machine, prestige and inadequate advertising of one of the oldest manufacturers in the East. Of course, this is not an exceptional case.

Speaking of prestige reminds me of an amusing incident which

shows how new advertisers are often influenced by older ones to their own disadvantage. A new advertiser came out of the West to consult me about the preparation of his advertisements, and, just as he was on the point of leaving, he said, "What would you do about the foreign agents?" I replied that I should print them in every advertisement that was likely to have any worth-while circulation abroad. "But," he said, "so and so (naming a big, conservative Eastern concern) never do that." And I had to argue a few minutes to convince him that it would be a good thing for him to do, even though his big competitor did not, and that the size or age of a concern is absolutely without value as a basis for judging the wisdom of its advertising.

* * *

There is a certain impressiveness about a large space, properly used, that is valuable out of all proportion to its cost. This opinion was confirmed in conversation with a machinery advertiser the other day. He said he had just received a letter of inquiry about his machine in which the writer said, in effect: "I have been following your ads in the ——— for some time, and I have come to the conclusion that if you hadn't a pretty good tool you couldn't afford to use large spaces continuously, as you do. I want to know more about your lathe." I find, too, that frequently those advertisers who use, say, half pages and full pages alternately create the impression that they are using the larger spaces right along. I can't understand just why this should be so, but I have been so impressed, and I have occasion to watch such things with more than ordinary interest. At the same time, I should prefer the larger space in every issue, because my own experience has taught me that a full page, rightly used, is more than twice as good as a half page, and generally costs quite a bit less than twice as much. Big spaces are particularly necessary in using large illustrations, conveying the idea of great weight and strength; and, of course, a description, however brief, is indispensable. By the time you have

printed a good sized cut, with a good description, and left a few little chunks of white space here and there to invite and relieve the eye, you will have used up a page of the ordinary size. Mind you, I am not saying that a good advertisement cannot be produced in a half-page or a quarter-page, or, possibly, down to two or three inches single column. I am merely stating that the page is generally cheaper, judged by cost per inquiry, than a smaller space.

JOHN A. THOMPSON.

"STRIKE while the iron is hot." The iron is always hot for the man who knows how to advertise. He hits so hard and so often in the same place that he keeps the iron hot. He doesn't hit one big blow and sit down to wait for the iron to cool off in order to feel the dent. He knows that what he says to-day will be forgotten to-morrow unless he says it again.—*Jed Scarboro.*

IT ALL COUNTS.

"THE CAMERA."

PHILADELPHIA, Feb. 10, 1903.

Messrs. Geo. P. Rowell & Co.:

In one of the recent issues of **PRINTERS' INK** we noticed the caption "What is Circulation?" We recently made a statement to the American Newspaper Directory of our paid-in-advance average for 1902 of 6,743 copies. We did not count in sample copies nor stray orders for copies of any individual month. We print from 7,000 to 7,200 as a rule. In January we filled an order for 11,000 extra copies which were mailed to separate addresses and again in February 8,000 extra copies. These extra copies went to people as an advertisement for a special product and were paid for by our customer. Would you consider it just for us to claim for January a circulation of 18,000 copies and 15,000 in February? We ask this as a matter of information, although personally we do not consider it as a bona fide circulation, yet the copies were sold and used. Will you kindly advise us at your leisure what is your opinion in the matter? Yours truly, THE CAMERA,

Frank W. Hughes
Managing Editor.

PRINTERS' INK has always held that the complete number of copies printed constitutes the circulation and that what is done with these copies, or any part of them, has a bearing on the quality of the circulation. That being the case the Little Schoolmaster does not see why the extra copies above mentioned should not be considered as bona fide circulation.

THE SATURDAY EVENING POST

Has a larger paid circulation than any other weekly publication in America.

The edition for this week is

550,000 COPIES

and carries 60 columns of advertisements, all that we care to take in a 32-page number.

**The Curtis Publishing Company
Philadelphia, Pa.**

E. W. SPAULDING, ADVERTISING DIRECTOR
1 Madison Avenue, New York

E. W. HAZEN, MANAGER
Home Insurance Building
CHICAGO, ILLINOIS.

A. B. HITCHCOCK, MANAGER
Barristers Hall
BOSTON, MASSACHUSETTS.

A MODEL RATE CARD.

Mr. Louis Wiley, of the New York Times, is first to adopt the uniform rate card that was suggested in PRINTERS' INK, October 29, 1902. The writer of an article in that issue entitled "System in Rate Cards" told of the inconveniences encountered in filing and consulting the miscellaneous booklets, folders, circulars, agate rules, dodgers and other odds and ends that bear the rates of a large number of publications, holding that they were not only lawless in arrangement, size and form, but that none of them covered the same points. As a remedy he suggested

information specified. His old rate card was a four-page folder containing no reference to circulation or dimensions of page or column. The present form is 3 3/4 x 6 inches, with a hole for the rod of card system boxes. His arrangement of data is recommended to publishers who adopt the uniform card, as it seems desirable to have the different items occupy approximately the same place on each card as nearly as the information will permit. This card is set in agate, and while it contains a great deal of matter could probably be made to hold twice as much legible data by the photo-reduction process. Nothing is printed on the other side, and no vital information

PUBLISHED DAILY AND SUNDAY
Rate Card, Issues 1 to 100, 1902.
Daily Circulation Exceeds 100,000.

THE NEW YORK TIMES.

"ALL THE NEWS THAT'S FIT TO PRINT"

Subscription to Agents, 10¢; advertisement to Agents, 10¢; Special Rates to Agents, 10¢; Book, Insurance or Official Statements.

Size of Page 10 1/2 x 2 1/2 inches—7 Columns to Page—300 Agate Lines to Column—Width of Column 2 1/2 inches—12 ems.					GENERAL ADVERTISING RATES.					SPECIAL ADVERTISING RATES.				
GENERAL ADVERTISING RATE.	Line	Inch	Col.	Page	GENERAL ADVERTISING RATE.	Line	Inch	Col.	Page	SPECIAL ADVERTISING RATE.	Line	Inch	Col.	Page
General Advertising.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Last page or title page of sections.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Page opposite editorial.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Advertisements—Daily, etc.: Reading.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Births, Marriages, and Deaths, per section.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Advertisements—Daily, etc.: Reading.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Book Statements.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Business Notices (Before Marriages & Deaths).	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Advertisements, with Advt. offered.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Deaths, Wedding or Co-Partnership Notices.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Advertisements, with Advt. offered.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Financial.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Notes—Summer and Winter Resorts.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Instructions or Teachers.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
\$4.50 per line for 20 consecutive insertions, or a.d.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Lodge and Society Notices Under Deaths.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Legal Notices and Assignments.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Succession Notices, Estate Service \$50.00.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
on, Citations, Summons and Reference Notes.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Partnership Sales.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Personals, Proposals and Public Notices.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Railroads, Steamboats, Excursions.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
\$4.50 per line for 20 consecutive insertions.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Reading Notices, first page, Advt. offered.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Reading Notices, inside, Advt. offered.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Reading Notices, preferred page, Advt. offered.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Reading Notices, inside, Advt. offered.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Extra charges for Preferred Position when Advertiser REQUESTS it, (not upon request.)—Next reading, 5¢ per line, top of column, 10¢; following and next reading, 10¢; top and next reading, 10¢; bottom of column, bottom reading, 10¢; any designated inside page, 10¢.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
No extra charge for display type, cuts, or broken column rules, except on want page. 28 lines depth required for position ads.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
performance or for such column rule broken. The New York Times reserves the right to omit advertising or to limit space.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Space relative to contract unaccompanied advertising in main sheet—10 per cent. on 5,000 lines in one year; 1 per cent. on each additional 1,000 lines up to 25,000 lines. No space relative to Publications or Financial.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
The New York Times Magazine Supplement—Last page, 50¢ per line, inside, 40¢; 25 per cent. on 25 consecutive insertions, minimum 10 lines.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
The New York Times Financial Review, (Sunday Supplement)—40¢ per line, 10 per cent. rebate for 25 consecutive insertions, minimum 10 lines.	1	10	10	10	10	1	10	10	10	1	10	10	10	10
Bankers' and Brokers' Cards, 10 lines or more, 25 per cent. on 25 consecutive insertions, minimum 10 lines.	1	10	10	10	10	1	10	10	10	1	10	10	10	10

that all publications in the United States and Canada adopt a uniform card either 3x5 or 4x6 inches in size, printing upon one side only the following information:

Name of publication.
Where published.
How often issued.
Circulation.
Size of page.
Number of columns to page.
Number of lines to column.
Width of column in inches and ems.
Date when forms close.
Rate per line per inch, per fraction of page and per page on each class of advertising.
Time discounts.
Space discounts.

This form of card was designed for filing in a modern card system. Mr. Wiley's production is reproduced here because it shows a concise, orderly arrangement of all the

ought to be printed there, but when a new issue is necessary Mr. Wiley intends to fill the blank side of his card with general facts concerning the Times' circulation and prestige.

ADVERTISING OUGHT TO SIMPLIFY SALES.

The aim of the advertiser should be to place the reader in sympathy with his object, and that object, as a rule, is to sell goods. It is better for the dealer that the buyer come prepared to buy. This not only insures a customer for the dealer, but reduces the amount of work of the salesman. Advertising, generally, will not sell goods, but there are some cases where it will, and in these instances the full effect of the advertising has not been secured unless the mind of the buyer is made up before he enters the place of business.—Omaha Trade Exhibit.

**"The Evening
Wisconsin . . .**

CIRCULATION REPORT :

Dec. 1902, average daily, 21,772
Jan. 1903, average daily, 22,070
Above is the sworn statement."

**ADVERTISING IN
MILWAUKEE PAPERS.**

For the month of January, 1903 :
Eve. Wisconsin columns - - 926
Journal, columns - - - - 911

IT WILL BE OBSERVED THAT

**The Evening Wisconsin
LEADS.**

Sworn daily average 1901

13,456

Sworn daily average 1902

20,425

Sworn daily average, January,
1903

23,011

MUNCIE (IND.) STAR.

THE STAR reaches 60 per cent of all the homes of the Gas Belt with its two hundred thousand population.

**THE....
TORONTO
EVENING
TELEGRAM**

80 Per Cent

of the houses in Toronto are visited daily by *The Evening Telegram*.

Sworn circulation statement for the month of January,

30,171 Copies

all paid for and exclusive of spoiled sheets, destroyed papers or exchanges.

The Evening Telegram is the medium used in Toronto almost exclusively for "Wants, For Sale, For Rent," Etc.

Rates and other information furnished by
PERRY LUKENS, JR.
New York Representative.
29 Tribune Building.

**Returns
Results
Profits**

With only a few exceptions no paper covers its own territory, including the city, as completely as the

SIOUX CITY JOURNAL

Every facility is afforded advertisers and agencies for proving its bona fide

GUARANTEED

19,000

CIRCULATION

and a circulation secured on merit alone.

ALBERT E. HASBROOK,
Manager N. Y. Office,
Times Building, NEW YORK

ADVERTISING MONUMENTS.

Readers of **PRINTERS' INK** have lately manifested keen interest in the advertising of funeral directors and monument makers. Some suggestions have been received, but requests for methods greatly outnumber practical hints. These fields are almost untouched, and there are no precedents to go by. This is well, perhaps, for it leaves a wide margin for originality. New ideas in such publicity do not imply lack of dignity. Monument makers use a great deal of space in small papers, especially country weeklies, but seldom print anything more than a formal business card. Another recognized method is that of following up death notices with circulars or solicitors. The latter way reaches only a small portion of the monument maker's real clientele, however, and by no means its most productive portion. Memorials are erected by relatives years after decease in many instances, and there is always more likeli-

hood of selling a headstone or monument within a year or two after the funeral, with its many incidental expenses.


A BEAUTY

BEAUTIFUL Monuments can always be bought here at a very reasonable price, and the workmanship and designs are the best that can be found anywhere. We invite your inspection.

Come straight to us if you want any particular ideas carried out.



The ads reproduced here are part of a series submitted by the Johnstone Advertising Agency, of Hartford, Conn. They are intended for the use of any monument maker who wishes to print his name at the bottom, and show the possibilities of argument and illustration in this field. The pictures are dignified, and will attract attention through their novelty. While more advanced than anything that the Little Schoolmaster has seen in this line, they suggest improvements. The arguments can be made more specific, while the use of the catchline "A Beauty" in one of the ads is rather too familiar for publicity of this sort. Monument advertising should be



EXPERIENCE

Is the great teacher in monument building as in everything else.

Our many years of business success ought to be a guarantee that we can satisfy the most particular in Monumental work of any kind.


Don't you agree with us on that point?

dignified above all things for it approaches readers on a most sacred subject. Where ads are printed in papers of good mechanical execution it would be well to substitute halftones of actual monuments for the symbolical designs in the Johnstone series. In some instances it would be well to print prices. Those who buy large costly memorials prefer to keep prices secret, and might object to anything that savored of "bargains," but small headstones and "markers" could be exploited on a price basis and would attract attention to more costly memorials. Special designs could be shown to excellent advantage by means of a series of folders, sent to mailing lists that can easily be compiled from the books of cemeteries in the advertiser's locality. As for newspaper publicity, almost any local paper will reach a satisfactory proportion of readers who are possible patrons. Death is democratic, and one thousand persons selected at random in any walk of life will doubtless have a certain percentage of possible customers. Country

MEMORY

IS THE LIFE OF THE DEAD.

Perpetuate that life by erecting in the memory of some loved one a monument that will stand, a lasting memorial. We can show you some artistic designs that will be sure to please you.



weeklies and small dailies are good mediums on account of their cheapness. When large artistic memorials are erected to prominent persons there is every chance for advertising of the reading notice sort. Pictures should be furnished local papers and space paid for if the matter will not be accepted as news.

What Part of this \$128,000,000.00 Do You Want? ..



The deposits in Cleveland's savings institutions amount to \$128,027,733.00. The interest rate is 2, 3 or 4 per cent.

That's why Cleveland is so excellent a field for the exploitation of financial enterprises. Cleveland is making wonderful strides in financial matters, being now recognized among the greater financial centers of the country.

Any proposition that offers reasonable returns will interest these 2, 3 and 4 per cent depositors.

The Plain Dealer surpasses all other Cleveland papers in its financial news and amount of financial advertising carried. Few newspapers anywhere publish more financial advertising.

Because returns from its financial advertising are exceedingly profitable, it shows a steady growth. If you use financial advertising remember

The Plain Dealer Places It

before the great investing public in Cleveland and Northern Ohio as no other medium can. It's worth a trial.

The circulation of the Sunday Plain Dealer is 50 per cent greater than that of all other Cleveland Sunday newspapers combined.

The circulation of the Morning Plain Dealer is double that of any other Cleveland morning paper.

Circulation books always open to investigation.

In the best homes of Cleveland the circulation of the Plain Dealer is 50 per cent greater than that of any other newspaper.

Average circulation for last six months of 1902:

DAILY	SUNDAY
64,075;	54,607.

"Cleveland is the metropolis of Ohio. The Plain Dealer is its best newspaper."

CHARLES J. BILLSON

Manager Foreign Advertising Department

NEW YORK
TRIBUNE BLDG.

CHICAGO
TRIBUNE BLDG.

WITH ENGLISH ADVERTISERS.

By T. Russell.

Outdoor advertising in this country is not developed, apart from wall posters, to anything like United States standards. But some experiments I have had occasion to make may be of interest. They related to the choice of colors for outdoor display where the objects desired were: (a) to make an announcement at the greatest possible distance; (b) to enable it to be easily read by railroad passengers at a high speed.

On general principles, it was supposed that the first of the objects would be attained by enforcing contrasts that should be as well marked as possible, and optical experts are of opinion that this can be best done by the employment of what they call "complementary colors." The complementary of any color is that contrasting color which, blended with it, will produce the nearest approximation to white. If you fatigue the eyes by staring persistently at a mass of brilliantly illuminated color for a minute or more, and then look at a white surface, such as a sheet of paper, a cloud, or the ceiling of a room, an imaginary image of the original object will slowly form, in the color complementary to that of the object. Thus ascertained, red and green, blue and bright yellow, are respectively and mutually complementary. A well known Pears' Soap advertisement was founded on the experiment just described. Practical experiment shows that lettering of complementary colors (as of green on a red ground, etc.) is not by any means the sort of lettering that is legible at the greatest distance, neither are all pairs of complementaries equally effective in this way. Blue on yellow is visible and distinct at a greater distance than red on green. But owing to the blurring of the edges, much sharpness is lost, especially if the observer be in rapid motion. To provide for the latter condition is a much more difficult matter than making an announcement legible at a distance. To cut short the results of long experi-

mentation, black letters on a groundwork of a certain tone of yellow are legible at the greatest distance, and with less blurring if the observer moves quickly, than any others. To describe the exact shade of yellow is not quite easy; but I may say in general terms, that it is brighter than ochre and not so bright as freshly ground mustard. Oddly enough, dark blue, on a very light blue of the same tone, is visible at a very considerable distance, and hardly blurs at all.

* * *

There is another practical point which must not be lost sight of. All colors fade more or less under the influence of sunlight and the action of air. Red paint and red printing inks, unless of very expensive constitution, fade rapidly, and some blues are much more fleeting than others. Yellow and black fade very little. It is important, though not always very easy, to use colors that are thoroughly rainproof but at the same time as absolutely "dead" on the surface as possible. By "dead" I mean free from gloss and shine.

* * *

There seems to be no doubt that, in advertised goods as in others "nothing succeeds like success." In other words, people will more readily purchase an article of which they believe the sale to be large, than another. No doubt there is a certain reasonableness in this. It is considered that what sells freely must be good of its kind. But I think there is also a well-marked tendency to rush after a thing that is believed to be selling well, just because of that belief. Occasionally it happens that someone will publish an advertisement purporting to state the exact statistics of the demand for the goods, and I have been told by those who have issued such ads that the results have been extraordinarily good, and better than those from advertisements which confined themselves to acquiring the intrinsic merits of the article—though of course it is to be remarked, first that ads of this kind can only be used occasionally, secondly, that it is rather difficult to believe that an advertiser of goods in large de-

mand can trace to any single ad in an extensive campaign its individual beneficence; and thirdly, that to make one's business public in this way is rather apt to excite competition and to give "the other fellow" rather too many pointers on one's own affairs.

In this connection, I clip for reproduction a Cough Cure advertisement which appeared in the London evening papers a week or two ago:

A REMARKABLE SCENE.

In Upper-st., Islington.

Last Tuesday the establishment of Boots, cash chemists, presented a remarkable appearance. Over 5,000 people struggled for admittance to receive a free sample bottle of Veno's lightning cough cure.

The reputation of this famous remedy had gone before. Many had already been cured and merely came to record their testimony.

Probably no other medicine ever received such universal praise as did Veno's lightning cough cure on Tuesday last.

Another 5,000 bottles will be given away on Friday, Jan. 9, at Boots, cash chemists, 128 King st., Hammersmith.

This is the first half of a seven inch single column advertisement. The remainder is devoted to details of the merits of Veno's Cough Cure and (rather unnecessarily) of the fame of its inventor, set in nonpareil. If I know anything of medicine advertising, that heading will have got the rest of the ad read and will not only eventuate in the advertiser being able to get rid of his 5,000 samples easily enough, but also make plenty of sales. Although no one in London knew much of Veno's Cough Cure before (it having been hitherto chiefly ad-

vertised in the North of England and in Wales), this announcement is sure to give the business a capital start.

* * *

We are not so great on "class" newspapers as you are, and probably it is no novelty in America to hear of periodicals emanating from Asylums. I admit that I was surprised to read, the other day in a London daily, that there are no less than six "crazy" newspapers issued in Scotland, and two in England. The oldest of the latter, *Loose Leaves*, is published at Stretton House Private Asylum, and has been in existence since 1872. Scotland, however, was long ahead of England, the *New Moon* (Dumfries Royal Asylum) having reached its 698th monthly issue. *Loose Leaves* is credited with a couple of editorial dicta that are not unfunny. This is one:

"We are not competing with 'sane literature': it is frequently dull, and oftener silly, whereas we are mostly silly, but never dull."

The other comes at the end of some notes which close with the observation that the editor makes no claim to permanency:

"We promise to resign our editorial chair when our time comes. Here's a chance for Rudyard."

There is no object in my reprinting the names of these curious publications, though the list lies before me. The *Daily Mail* is not included.

SUBSTITUTE an up-to-date habit for the substitution habit and see how much better it will work—give people the articles which they desire.—*Progressive Advertiser*.

WANTED

the name of an article of general consumption that cannot be successfully advertised in THE WASHINGTON STAR.

An advertisement in THE STAR is a salesman calling at 35,000 homes every day and being given courteous consideration in the parlor or library.

To reach all the people in Washington all the time advertise in THE STAR.

M. LEE STARKE,

Manager General Advertising,

TRIBUNE BUILDING, N. Y. TRIBUNE BUILDING, Chicago.

WEEKLY AD CONTEST

For the purpose of fostering an ambition to produce good advertisements, retail and others — PRINTERS' INK conducts this weekly contest.

Any reader or person may send an ad which he or she notices in any newspaper for entry.

Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed WEEKLY AD CONTEST, Care Editor PRINTERS' INK, 10 Spruce Street, New York.

TENTH WEEK.

In response to the competition announced in the opposite column one hundred and forty-two advertisements were received in time for report in this issue. The one reproduced below was deemed best of all submitted. It was sent in by Miss L. W. Dales, Tower House, Dunstable, England, and it appeared in the *Dunstable Gazette* of January 28, 1903. A coupon as provided in the conditions of the contest was mailed to Miss Dales. As will be noticed, the phraseology of the contest has been slightly changed with this issue, not in any way effecting the original terms of the competition, merely making it a little broader and more appropriate perhaps. Retailers everywhere are invited to send in the advertisements which they use in their local papers and the publishers of local papers are invited to send in the names of local advertisers, who they believe would be interested in reading PRINTERS' INK. Sample copies will be mailed to such names, free. Any retailer who spends as much as a hundred dollars a year for advertising space should read PRINTERS' INK, a weekly journal for advertisers — and the only one — which completely covers the field.

Make your Home More Attractive.

Nothing will do it so well or so cheaply as tasteful PICTURES nicely framed, and they need not be expensive either. The right kind of

Picture Frames

Adds much to the attractiveness of the Picture. I always study to give the right kind suitable for each subject, and I do the work at the lowest possible price. The frame is only one half. If you will bring the other half when you are painting, I will do the rest to your entire satisfaction. I have on hand a good selection of Mouldings and Mounts to suit all kinds of Pictures and pictures.

James Field

THE STUDIO,
76, HIGH STREET NORTH,
DUNSTABLE.
Where the good Photos are taken.

MARRIAGE NOTICES IN OLD NEW YORK.

• In searching the files of some old papers recently the writer came across some very unique marriage notices which are well worth preserving. It was customary for the editor to make some personal allusion to the wedding, not in the news column but immediately following the announcement. Sometimes friends would attach gags and queer doggerel, very uncomplimentary to the newly wedded pair, and some of the editorial comments were enough to place him in peril had it not been that the bridegroom rarely saw the notice until long after the honeymoon had waned.

In the *New York Weekly Museum* for June 1, 1814, appeared the following:

"On Saturday, May 14, at Charlton, Luther Marble to Miss Sophia Stone."

To which the editor appended the words:

"A very cold hard match."

On March 27, 1815, this notice appeared in the *Museum*, under the heading "Nuptial."

"In Charleston, S. C., January 31,—Mr. Stephen Lyon of New York to Miss Rebecca Lamb.

"The happy time at length's arrived
In Scripture days foretold,
When Lamb and Lyon doth unite,
Embrace and keep one fold."

Another *Museum* nuptial notice read thus:

"At Blooming Grove—Mr. John Reeder, of this city, to Miss Elizabeth Tompkins, of the former place.

"One volume of the Rights of Man
From maiden errors freed her,
She saw the title, liked the plan
And soon became a Reeder."

In the *New Haven Athenaeum* of August 6, 1814, there appeared a notice which naturally attracted attention because of the strange appropriateness of the names of all parties concerned. The editor, evidently a wag, appended a few words, the whole reading as follows:

"Married at Peterville, August 1, by the Rev. Dr. Cannon, Mr. G. Powder, to the amiable and accomplished Miss Sparks.

"(Ed. We are apprehensive that Sparks among such combustibles as these will produce an explosion at Salt Peterville.)"

The *New York Museum* in re-

porting a wedding at Providence, did so in this manner:

"At Providence, on Wednesday last, by the Rev. Wm. Wilson, Geo. F. Drown to Miss Anna Whittling, both of that place.

"It is not strange that George should wish
To taste so fair, so sweet a fish;
But it surprises all the town
That love could make a Whittling,
Drown."

In another issue the writer found the following nuptial notice:

"On June 24, at Hempstead, the Rev. William Heart to Miss Lydia Moore, of this city.

"Whoever heard the like before
She's got two hearts
And he's got Moore."

A witty and punning notice from over the water announced the marriage, in Great Malvern, of Mr. Nott, the pickle maker, to Miss Burnett, in these words:

"Burn it," cried Nott, "it makes me smile,
As well as feverish and hot.

My wife she loves me all the while,
But still declares she loveth Nott."

JOHN DE MORGAN.

INDIFFERENCE, ignorance and self conceit of the advertiser are three of the things against which the advertising agent has to wage continuous warfare.—*White's Sayings.*

The Chicago

Record-Herald

gained in January, 1903,
over January, 1902,

Daily, 16,563
Sunday, 83,214

Daily average Jan., 1903

162,768

Sunday average Jan., 1903

206,904

The only known morning
and Sunday circulation in
Chicago.

SPHINX CLUB PROCEEDINGS.



"Indirect Advertising" and "Rate Cutting" were the leading topics of discussion at the Sphinx Club meeting held January 14, 1903. In the absence of President Daniels the chair was held by Vice-President Conne. The first speaker was Mr. Charles M. Hogan, who said in part:


In undertaking to speak upon the subject of Indirect Advertising intelligently, it seems to me necessary to first know what is the opposite or a Direct Advertisement. While some advertising is more direct than others, it is all intended to be direct. For the purpose of this argument we suppose that we admit that newspaper and magazine advertising is direct and that the indirect advertising be classified as street car signs, show windows, catalogues and leaflets. The signs in the street cars, Mr. Ward will tell you, are seen by more than a million people a day and read by most of them. This is surely a circulation larger than any one newspaper. The question is, do the people read them, and, if so, what sort of advertising appeals to them in such a manner as to bring an answer to the advertisement? The space being restricted to about 12 by 24 inches, the most effective signs are those which advertise a specialty like "Uneda" or "Force," and such, no doubt, get better results than the general dealer who has different kinds of goods to sell; because in one case it is a definite thing advertised, whereas for the general store, the most you could hope to do in a card of such size would be to give your name and address, which is good advertising as far as it goes, but it would not count for much if the reader of the advertisement should see in the newspaper that certain kinds of goods were for sale at a certain price in some other store. Therefore, I think that this class of advertising belongs largely to the manufacturer or maker of an article rather than the dealers in it. The value of an attractive show window can hardly be over-estimated. There is a chain of stores scattered over this country, perhaps twenty or thirty of them, all doing a profitable business, whose owners never paid the newspapers a cent in advertising, depending wholly upon windows to attract people—making sure that the store was in the right place. Much depends upon the manner in which the goods are placed as well as the goods themselves. I remember listening to an applicant for a position as window trimmer. Being favorably impressed, I asked the young man to trim a window. He asked for black dress goods. On examination the goods were arranged so that the black behind the glass made a pretty good mirror, and of course all women who

passed were attracted because of the reflection and not because of the goods. Naturally he claimed his work a success—it attracted the women. These days have passed, however, and the matter of window trimming is closely allied to the arts, and the wonderful effects produced with some very prosaic subjects are a credit to the artist. Certainly in New York we do see some most effective results from the graceful disposal of different kinds of merchandise. I have known of cases where, if a buyer could not have both an advertisement in the newspapers and a show window, he would take the show window. The growth of the catalogue or mail order business in the last few years has, I think, been more marked than in any other line of retail trade. There are at least three houses in the country, each doing business of many millions of dollars, who have no facilities for serving a customer in their store, and where a customer would really be in the way. It is not unusual for one of these houses to receive from seven to twelve thousand letters in a day, and in the height of the season it is necessary not only to augment the force but to have a double staff at work, one in the day time and the other at night. The advantage of the catalogue is decidedly to the interest of the rural shopper, and brings into the far away home by the presence of cuts, descriptions, illustrations, many things which the local dealer could not afford to carry, and this sort of advertising certainly fills a long felt want to a great number of people. The indirect advertising which counts for most, and causes us the most concern, and which produces the best results, only comes as a result of direct advertising—that is to say, after a customer is attracted by direct advertising, if the treatment of the customer is such as is worthy of the thing advertised, you have an indirect advertisement which stands for much.

Mr. H. G. Murray then followed with a paper on "The Evils of Rate Cutting":

It frequently is said that there are two sides to every question, but ten years' experience in the advertising field has failed to show me any advantage to be gained by cutting rates. How great an evil it is, and how widespread, I shall endeavor to demonstrate to you. The evils of rate cutting may be looked at from two sides—the ethical and the business side. Ethically considered, the subject does not admit of argument; for one would only stultify his morals if he undertook to defend what is so manifestly dishonest. To charge one advertiser one rate and another in exactly the same line of business and governed by the same circumstances another rate admits of no defense from the point of view of ethics. Let us, therefore, look at the subject of rate cutting from the business viewpoint alone, without regard to the ethical side; and that we may consider the question more intelligently, let us place ourselves in the position of the publisher of a metropolitan daily striving to increase his income from advertising. Every one present, of course, knows that the only two legitimate sources of revenue open to a newspaper

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There are
 more

TRIBUNES

sold every day within
the corporate limits
of the City of Min-
neapolis than all the
other local English
daily publications
combined

*See report of the Association
of American Advertisers*

are from the circulation and advertising. Now, there are two ways that the revenue from advertising may be immediately increased; one is by legitimately advertising the paper by issuing a larger and more newsy sheet and hard work on the part of the advertising force. The other (illegitimate) is by cutting rates. This might seem a contradiction; that is, to increase revenue by reducing rates, and it is, in reality, as I shall prove to you later; but the near-sighted publisher does not realize this fact, and argues that if he cut his rates a greater number of advertisers will use his paper and that the revenue will more than counterbalance the reduction in rate. This may be true for a time, but eventually it will act as a boomerang, weakening his paper and ultimately destroying its value as an advertising medium. Do not misunderstand me in this and think that I am counselling a rigid adherence to an absurd rate card. Too many publishers establish an arbitrary rate card and adhere to it. If a publisher finds that his rates are too high he should lower them uniformly, making them just to the advertiser. No paper can hope to succeed which does not give value for value received, but he should always maintain his rate card when it is properly adjusted. The rate cutter, however, instead of pursuing this policy, will deviate from his standard whenever it be necessary to do so, in order to secure business from an advertiser, trusting that the man who is paying card rates won't find out that his competitor is enjoying a lower rate. Experience has taught most of us that the average advertiser is far removed from a fool, and that it will be only a short time before he finds that the paper is cutting its rates for some of its customers, and he logically argues that if the paper in question does not live up to its own rate card, it is not worth the rates which it asks, and his opinion of it as an advertising medium will instantly fall; and if the publisher undertakes to renew his contract it will be at a reduced rate. Moreover, by this rate cutting the publisher has brought distrust to the mind of the advertisers, who, knowing that the paper cuts its rates are never certain that they are receiving the lowest possible rate, and will always be dickering for a still lower one. Should he successfully tide over these drawbacks by having a really good medium, he will some day find that while he has increased his volume of advertising to the limit—his expenses have increased in greater proportion than his advertising revenue. As an example, if his publication be a ten-page paper and he makes it a rule not to increase it to a twelve-page paper unless he carries over thirty columns of advertising, by this rate cutting he finds that his advertising columns have increased to that point where it is necessary to run continually a twelve-page paper, in order to give the news of the day as fully as his competitors. This means increase in cost of publication, with an inadequate increase in revenue from advertising. Thus, he may find the cost of adding another page to his paper to be \$135, whereas the increase in advertising that drove him to add another page will amount at the low rate to not more than \$100, leaving a net loss of over \$30. This peculiar con-

dition is one very frequently met with in newspaper publishing, and in particular by rate cutters, and low-rate advertisements, such as "Help Wanted" and "Situations Wanted," will help to produce such a condition, and it is frequently cheaper for the publisher to decline to print such advertising than to accept it. When this condition of affairs becomes habitual the publisher will, of course, endeavor to raise his rates. Of all the problems, of all the difficulties, of all the trials that beset the pathway of a publisher none is more difficult than this. A large number of his advertisers will desert him and those who remain will yield a revenue no greater than he had when he ran a smaller paper at less expense. He is no better off financially for his experiment and has his personal standing in the community sadly impaired. The rate cutter seldom has any esprit de corps, never attempts to work up new business and strengthen the field in his province, but gets his business by "knocking" his competitors on the subject of rates. Any intelligent advertiser is willing to pay a good medium all that it asks, provided he can make a good profit from using it. The rate-cutter, unlike the reputable publisher who does not cut rates, is not willing to contribute to the support of those who are helping to support him. I shall give an instance of this state of affairs that existed in a town in which I once did business. All of the daily papers were working very systematically and thoroughly to make a certain advertiser (a jeweler) advertise under the heading of "general," rather than under the classification of "Diamonds and Watches." Their reason for so doing is, of course, obvious, when we know that the average "general" rate of the papers was double that of the classified, and the high grade of goods that the jeweler manufactured, the position of his store and the general excellence of his establishment warranted his advertising being placed on a live news page in a preferred position, where it would attract a better class of customers than on the classified page. The papers finally succeeded, and the publishers were congratulating themselves on the prospective increased revenue that their efforts had produced, when one of the papers, which failed to secure its share of the business, cut its classified rate and gave the jeweler a splendid position on a news page next to reading. The price paid the rate cutter per line was less than the actual cost of production per line. Accepting the offer, which undoubtedly was a good one for him, the jeweler, of course, endeavored to induce the other papers to accept his advertising on the same terms. This they naturally declined to do, pointing out, however, that he was still at liberty to advertise on the classified page at regular classified card rates. Being imbued with the fallacious idea that rate was the only consideration, he became a classified advertiser again. At the end of the season he told me that his sales had not been as large as they were when he was a general advertiser. The result is obvious. The papers, of course, did not receive as great a revenue from his advertising as when he was a "general" advertiser, and the advertiser

(Continued on page 18.)

St. Louis Leads the United States

In the market for millinery, bags and bagging, horses, mules and hardwood lumber.

It has the largest hardware, woodenware, shoe, tobacco and carpet jobbing house in the world.

The value of the annual productions from its factories is over \$350,000,000 and its annual sales in 23 lines of trade or merchandise amount to over \$435,000,000.

It is the fourth city in the United States, and is the terminal for 24 railroads.

The ST. LOUIS CHRONICLE goes into more exclusive wage earners' homes of the better class than any other St. Louis paper. The Chronicle gained during 1902 over 1901 in foreign advertising more than 200,000 lines.

The Chronicle has the most entertaining editorial page of any paper in St. Louis. It has more special news features than any other afternoon paper, and gives advertisers a lower rate per thousand than any other St. Louis daily.

Advertisers desiring to cover this prosperous section of the country cannot afford to overlook the Chronicle's profitable clientele.

**THE SCRIPPS-McRAE LEAGUE,
The St. Louis Chronicle,
The Cincinnati Post,
The Cleveland Press,
The Covington Ky. Post.**



**Foreign Advertising Department:
D. J. RANDALL,
Tribune Building, New York,
I. S. WALLIS,
Hartford Building, Chicago.**

did less business. The only saving clause to this disastrous affair was the fact that the jeweler discovered that the paper which cut its rate to him had made a still lower rate to a competitor and in his just resentment withdrew his advertising from the paper which had led him astray. Once the reputation of rate cutting is established for a paper every advertiser becomes wary of it, and if he has business to place, in talking the matter over with his friends is sure to find out that the paper in question is a rate cutter. These facts will very materially increase the cost of securing an advertiser's contract for a rate cutting paper, and one that cuts its rates will find it more expensive to get business than the one who maintains its card rates. One of the best examples of the results of rate cutting, and one with which I am, of course, thoroughly familiar, is the disagreement that arose between the *New York Press* and what is commonly termed "The Dry Goods Combine," which is composed of a number of the dry goods houses of New York City, banded together for mutual benefit. Before the present owner of the *Press* bought the property it was managed on the basis of rate cutting. Let me say in justice to our predecessors, however, that if there ever was any excuse for rate cutting they may have had it. The paper had only been started a few years before Mr. Einstein purchased it, and the owner gave small time and attention to his publication. Rate cutting had been practiced to secure business. When the new management began to look over the books, after obtaining possession, it found that certain advertisers who were using 20,000 lines per annum, were being charged at one rate, and those in the same line who used 100,000 lines of advertising per annum at a greater rate; in other words, for certain dry goods houses the rate had been cut. Almost the first act of the new management was to notify all advertisers that the rate card had not been adhered to properly and that in the future advertisers must pay uniform rates. In certain specific cases advertisers were informed that their rate would be reduced, and others that their rate would be increased. Some of those who were informed that their rate would be increased were members of "The Dry Goods Combine." Those members of the combine whose rate was to be increased naturally raised an objection and threatened to discontinue their advertising if the increase were made. The *Press*, to preserve its integrity, was obliged to fulfill its promises, with the result that the dry goods houses withdrew from the paper. A majority in time saw the wisdom of the stand, respected the paper's policy and gave it their business again at honest rates, feeling assured that nobody was enjoying a less rate. Now, the loss of half a dozen of the most prominent dry goods houses in New York City is a material loss of revenue to any newspaper, and it took hard, earnest work to overcome conditions inherited from the former management, although in the end, a large and lasting benefit was gained. So far I have dealt exclusively with what might be termed "direct rate cutting"—that is, where the advertiser makes a contract at a lower rate than

the card rate of the paper. Now, let us consider the indirect ways of cutting, which, while not so pernicious, are bad enough, and tend to demoralize business almost as much as when it is done direct. Probably the most frequent example of this, and one which happens even on the best of newspapers, is the accepting on the part of the publisher of the paper a contract from an advertiser for a maximum amount of space, the advertiser thus being assured of the lowest rate, and not being short-rated at the end of the year, when he has used only a fractional part of the amount contracted for. This, of course, is just as great an injustice to the advertiser who uses the same amount of space and pays a higher rate as it would be if the rate had been deliberately cut in the first place. This evil seems to be particularly prevalent among that class of newspapers where a good representation is desired, and to "make a showing" is the first consideration. Were the minimum rate uniformly given to advertisers, it would, of course, be equivalent to a flat rate, and there could be no possible objection to conducting a newspaper on these lines; but this is not done. Another form of indirect rate cutting is the practice of granting too many favors to one advertiser and refusing them to another, as, the newspaper may promise one a preferred position on a live news page, with the understanding that no large ads are to be placed near the copy. Another advertiser, who is just as desirable a client makes a contract for the same amount of space and finds his advertisement sandwiched away on the back pages. This form of rate cutting is especially dangerous in the case of advertising agencies. A paper that favors one agency over another will naturally and rightly find it hard to get business from the agency which is unfavored. The same would apply in the case of an advertiser. It is only the near sighted publisher who would be guilty of such an error, as he must realize that this will in time have its influence on other advertisers and make it extremely difficult for him to secure business. Still another trick of the rate cutter with a new advertiser is the inserting of his advertisement at the lowest contract rate, or, possibly, free of charge, as a test of the paper's excellence as an advertising medium; as if one insertion of an advertisement could ever be a sufficient test, except, possibly, in the case of a mail-order proposition. Free insertions where the paper is not at fault for an error made, charging for half the number of lines used, paying full rates and receiving a rebate are additional ways of rate cutting, but ones, I am glad to state, that I believe to be seldom practiced. No mercantile house would think of conducting its affairs on principles that are frequently employed by the rate-cutting publisher. The great fault as it exists to-day lies in the fact that the rate-cutting publisher reasons to himself that space costs him nothing, as his paper has to be produced, and that it is more economical for him to fill his paper with ads, if they be electrotypes, they costing him nothing for composition, than to pay for reportorial or telegraphic space. A fallacious argument. Every publisher must figure out exactly what it costs him per line to produce his pa-

(Continued on page 20.)

The Baltimore American

 **LEADS** 

FOR more than 129 years—since its establishment in 1773—THE BALTIMORE AMERICAN has been a leader among the newspapers of this hemisphere.



It leads them all in point of age; and like wine it gets better as it gets older.

It leads them all in the fact that it was one of the first newspapers in America to provide its readers a full week's issue—six days and Sunday, the paper of the latter day containing full magazine and color supplements—for **NINE CENTS A WEEK.**

It leads them all in the thorough manner in which it covers its field; being better known and more extensively read throughout Maryland, Delaware, the Virginias and the South, than is any other newspaper in the special territory for which it is published.

It leads them all in amount of advertising carried, proportionately with its circulation. It leads all of them South of Philadelphia in the volume of its circulation. It leads them all in the character of its advertising, and in its ability to bring returns to advertisers. If you want to be in the lead you must advertise with the leader among newspapers. In Maryland and the South

The Baltimore American

 **LEADS** 

per, and he then knows exactly what his space is worth; and if he sells space for less, then he is doing business at a loss. Few publishers, I think, charge more for the space in their periodicals than it is worth, and advertisers should remember this. If the contrary be true, the publisher is not intelligent enough to long conduct the business, as the advertiser, a shrewd buyer, will seek other mediums in which to exploit his goods. I have mentioned the increasing cost of producing a newspaper. One of the reasons for this is that it is becoming more expensive every year to procure advertising for a periodical, although there are more advertisers in the field than ever before, and we have just closed a year of unequalled prosperity. It is a sincere conviction of mine that this increased expense is due to the fact that the rate cutter and circulation liar have so disrupted the business that it is not possible to-day to walk into the office of a new advertiser and, after having given him your circulation and rates, walk out with a contract in your pocket; when the advertiser intends to use your paper, no matter how highly you may value your own word and reputation he will, in self defense, question both circulation and rates, and a thorough and systematic course of education with regard to the periodical must be entered into. The ideal condition, and one that will appeal to the advertiser as strongly as to the publisher, would be one where it will be possible for the representative of a newspaper to devote no more time to the closing of the contract than would be necessary to state his rates, circulation and the additional information required to enable the advertiser to give an intelligent answer. It would be a material saving of time and money for the advertiser and the publisher. This much to be desired style of affairs can only be brought about by the abolition of many evils now existing, which are disrupting business, and of which one of the greatest is rate-cutting.

Vice-President Conne—We enjoyed Mr. Murray's address. He has, however, taken liberties with two characters in this Club who are deeply cherished by all its members—that is, the rate cutter and the circulation liar. If the rate cutters and the circulation liars abandon the Club what will become of the Club? I sympathize with Mr. Murray in his tender regard for the poor publisher. I have been worrying about him myself; but from my point of view, as an advertiser, who has paid some of the rates, good and otherwise, I think the advertiser is nothing but a clearing house between the publisher and the public. What the landlord does not get and the publishers do not get, remains with the proprietor. We are really a sort of cash registers, ringing up the money we get and paying it out; and on the subject of cash registers we also have experts with us this evening. We have a man here to-night who is a cash register expert; and I call upon him to entertain the Sphinx Club on rate cutting, indirect advertising, or anything else—Mr. Gibbs, of the National Register Co. Mr. Gibbs—I am not in a business that is bothered with rate cutting or any of these evils. We put our registers on the market at one price, and

if you do not want to pay it, you get along without the machine. We do not run around after a man for several years to induce him to buy a cash register; he either takes it or goes without it. Unlike the newspapers, we know that every man in business must have a cash register. We lay low and wait for the time when he will say "yes." They are buying them at the rate of six thousand a month, and keeping us busy.

Vice-President Conne—We have with us to night a citizen of New York, who had the honor of having been born at a time when Cortlandt street was the Northernmost limit of the city, the Hon. R. B. Roosevelt, who will tell us a few things about the early days and what he thinks of New York as it is to-day.

Mr. Roosevelt—I propose to talk on the subject of conducting a newspaper and getting all the advertising you can. I have a very solemn, serious and fervid knowledge of the whole subject from alpha to omega. I entered into the newspaper business under peculiar and very interesting circumstances. I am, gentlemen, the original reformer of the city of New York. I started the Citizens' Association so long ago that most of you here never heard of it probably. We found that we could not get a line of reform news in any of the worthy newspapers in the city of New York. That was long ago. At that time even the *Times* would not publish a word in our favor. We had to start a newspaper of our own, which we called the *New York Citizen*. In time I became editor of this newspaper; but I found to my sorrow and deep concern that the mere editing of a newspaper is not of much consequence. There is a more important man required—the advertising agent. We could not hope to do very much in the way of making a profit on our venture unless we were able to secure advertising, and I issued one order in that office which I think is a model for all other newspaper offices in the city of New York to follow. My order was—take an advertisement where you can get it and at any price you please; only get it in the paper, and do not pay any attention to what space it occupies. If you have to do so, take out a brilliant editorial, but never turn away any advertising. That was my rule and it was a rule which proved to be perfectly satisfactory.

Mr. A. Cressy Morrison—I am rather inclined to believe that what is considered as indirect advertising is really direct advertising. There are two sides to the advertising proposition: one is the presentation of your wares to the public, and the second is the carrying out of your contract with the public. First, you must tell the truth; and second, give a customer a little more than he or she expects. Mr. Carnegie said that an employee who gave his employer a little more than was expected was the man picked out for advancement. I say the same of business. A man may be as fixed in his rate card as he chooses, until he gets the contract; and when he gets the contract, if he gives a little more, that is the man who gets the business and keeps it. The successful man is he who gives a little more than you expect to get. Prosperity which comes from this practice may be slower, but it is more permanent. The fellow who

(Continued on page 22.)

There is Another Evening Paper in

ST. PAUL

...THE...

DAILY NEWS

St. Paul is a pay roll town and as in all such towns, its evening newspapers cover the field. The Daily News is exceeded only by the Dispatch in circulation and volume of advertising carried. In 1902 it showed greater gains than all its contemporaries combined. **Sworn Daily Average Circulation for January, 1903,**

32,348

During January, 1903, the following were the number of columns of advertising carried in the St. Paul newspapers:

	LOCAL	FOREIGN	TOTAL
Dispatch, (evening)	1,015	351	1,366
Daily News, (evening)	706	237	943
Pioneer Press, (daily and Sunday)	661	223	884
Globe, (daily and Sunday)	565	139	704

Note:—Above figures are for the News and Dispatch six days a week and the Globe and Pioneer Press seven days a week.

FOREIGN ADVERTISING DEPARTMENT

B. D. BUTLER, MANAGER.

705 BOYCE BLDG. CHICAGO.

TEL. 481 CENTRAL

CHAS. D. BERTOLET.

52 TRIBUNE BLDG. N. Y.

TEL. 2807 JOHN.

JAS. F. ANTISDEL.

does a little more than he agrees to do, is getting indirect advertising that is really direct advertising, and many businesses are built up to permanency with that kind of effort. When you consider the retail merchant of New York you will find that he is advertising in a truthful way. When you go into his store you receive marked courtesy, which is a decided asset in any business. He will insist upon sending home the smallest purchase; it is only fifteen cents' worth, but he is glad to deliver the goods and save you all bother. That is a form of indirect advertising; yet I classify it as direct. It is performance. One is promise and the other performance, but they are essential in all advertising. I think when you make the promise in a modest and straightforward way you have accomplished the first element of success; and the man who states his circulation and states his rates, and makes a modest and straightforward promise of circulation, and then gives a little more, leans a bit in favor of his customer, is the man who makes his customer his friend. That is the secret of success in all business ventures. I am a stickler on the question of circulation. I hope the time will come when the circulation liar will be as dead as the proverbial doornail, and the man who can truthfully state his circulation will get absolute justice. I believe we are getting nearer to it all the time. I do not believe the advertiser is as much of a fool on this question, or the circulation liar is as prevalent to-day, as five years ago. There is an evolution in the business, and we shall get down ultimately to a uniform rate card and a truthful statement of circulation.

Mr. Benjamin Gimble—On the question of rate-cutting I have just this to say: I presume that we have been fairly successful in our business, yet we never got any cut rates. I mean by that that a great part of the success of advertising is not so much price, rate or cut rate, as to get in the right papers. One of the most important points is to support the advertising man. When the advertising man is made to believe that there is a great showing of goods in a department, let that department correspond with the advertisement. No matter who the advertising man is, or what the chosen medium may be, if you do not make the point which you seek; so that when a man or woman comes in the store, whether he or she may be looking for the article or not, if they see it liberally displayed it will immediately come to their minds that they saw the goods advertised in the paper that morning. Support the advertising—make the punishment fit the crime. The other day I had occasion to pass a department store, and I went to the buyer and said—"Why don't you have the goods, which you are advertising to-day, opened out?" He said "They are white goods, very perishable and very easily soiled." I told him that he reminded me of my father when he kept store, and had everything in boxes, tightly wrapped up so that it would not be soiled and shoplifters could not get at it. In the business methods of to-day it is necessary that the goods shall be displayed in such manner that people can handle them, even if they do get a little

bit soiled; the great thing is to get them before the people where they can be seen and inspected. The same policy applies to the advertisement itself—get your advertisements before the people, and the best medium, irrespective of rates, is the cheapest medium.

Mr. Hotchkiss—The strongest feature of indirect advertising, as has been already mentioned, is in having the organization to conduct the business in a prompt and satisfactory manner. The prompt delivery of goods is especially important. I do not think there is a stronger feature of indirect advertising for an establishment than that one thing. If you advertise your goods and sell them, and do not get the goods home on time, the effect of the advertisement is lost. The indirect advertisement comes from teaching every person who happens to come into the store that the store can serve them. It does not make any difference whether an eighty cent article is sold for seventy-nine cents, or not, if you do not get it home promptly the people will be dissatisfied. We had an interesting experience the other day. A man bought some desks, and wanted them delivered by one o'clock, which gave us only two hours. We absolutely refused to sell the desks unless we were given until three o'clock in which to deliver them. The desks had to be put in proper shape. We do not deliver anything unless it is in perfect order. Although the man was very persistent we would rather have declined the sale. As a matter of fact the records show that the desks were delivered before two o'clock. We did not promise to deliver them until three, and we preferred to be on the right side in that manner. We know the man is satisfied. That is a system of indirect advertising that will make any business grow. If a store could be run on a principle of that sort, if it were possible for any organization with the best facilities to do that all the time, I do not think there would be any question that such a store would get all the business it could possibly handle. Such things make strong impressions on the purchasing public and the influence is permanent and enduring. Such a business would grow whether it did any direct advertising or not. Advertising, direct or indirect, is not a mere telling the people that you have the goods they want. Advertising is intended to educate people to want things they never thought of; the business of the United States has developed enormously, simply because people have been educated out of old habits into new desires. It has been simply because advertising has taught people that they ought to eat a different breakfast food; that they ought to buy more clothes, wearing four or five suits instead of two. This constantly hammering of these ideas into the public has its effect, and they have more ambition to work and earn more money and to pay for these things that they need; and this has tended to create a tremendous circulation of money and that is the secret of prosperity, after all.

Among those present who also made remarks were Messrs. Wiley, Brill, O'Flaherty, Richardson and Howland.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

There was once an artist who made a somewhat celebrated picture of a black cat sitting on a pile of coal in a dark cellar at midnight. The picture was simply a block of solid black, the artist explaining that owing to the darkness you were obliged to imagine a pile of coal and the cat. A partially successful imitator of this artist is evidently responsible for this illustration which appeared a few days ago in the New York papers, reproduced here and designated as No. 1. It seems impossible that

one. This is one of a series of ads put forth by a clothing concern which recently opened up in this city with some large space advertising and suddenly shrunk to small single column ads, which are evident imitations of the R. P. style, with all the vitality and usefulness of the R. P. style extracted. Attempts at weird and queer effects may be all right in their way and in their place, but their place is not in the newspapers, and it would be very pleasant to have the money which the inexperienced



"SEMI-READY" WARDROBE
 Broadway & Eleventh St.

A. J. KELLEY COMPANY
 Controllers for New York

No. 1.

any one who is at all familiar with newspaper advertising, particularly New York newspapers, could be guilty of such a remarkable performance as this. Experienced advertisers have long since satisfied themselves that for newspaper work bold effects and strong outlines or silhouettes are the only kinds of illustrations that will print, and it seems odd that at this late day anybody should attempt to run a cut like this in a newspaper. Whatever artist is responsible for this picture either needs a course in a typewritten advertising school—or else has had



No. 2.

spend every year in finding this fact out. The fewer lines you have in a newspaper illustration, and the stronger the contrast, the better printing you will get. The drawing designated as No. 2 would print well in any newspaper. It is shown here, not only on account of that fact, but because some curious souls may want to know what the picture No. 1 is all about, and an artist with unusually strong eyes says this is what it is.

An ounce of whisky is worth five gallons of water cure to most men—yet the water cure has been pretty well advertised lately.—White's Sayings.

An Exceptional Advertising Medium

GRAND RAPIDS, MICH., is the best town throughout the Central States in which to introduce new proprietary or food products. This is due largely to the great and continued prosperity of its world renowned furniture factories. Another important factor is the business education of its people. The latter applies very closely to the advertising business. The time required to sell a certain amount of goods depends upon the conditions and education of the customers. The education comes from the daily newspaper and the one important point of this market is its great educator—The Evening Press, which is known to all prominent advertisers by the unique position it occupies in the advertising field.

The Evening Press has had a phenomenal growth. We have watched its circulation grow from 7,000 to the present 35,000 mark, and during this time we have used its columns for a varied class of advertising business. Furthermore, we have yet to find an evening newspaper which with a like appropriation will sell as many goods in their particular field. It covers the territory more closely than any newspaper we know of in cities of 100,000 population or more. It circulates 20,000 papers in Grand Rapids, which is about one to every house, and with the rural and inter-urban routes' showing more than 13,000 subscribers have been added to the city circulation within a radius of 150 miles of Grand Rapids. We will gladly vouch for its circulation, its character and its value as an advertising medium.

SHAW-TORREY CO., Ltd., Advertising Agency

The Evening Press
Grand Rapids, Mich.

1902.	Feb.
1	33710
2	31239
3	31240
4	31600
5	31328
6	31430
7	33569
8	
9	
10	31459
11	31218
12	31604
13	31512
14	31380
15	33084
16	
17	31344
18	32046
19	31228
20	31320
21	31504
22	33078
23	
24	31622
25	31587
26	32808
27	31918
28	31002
29	
30	
31	

Subscribed and sent to before
this 1st of Jan.

Harry J. Shaw

Notary Public in & for the State of Michigan

33216

Daily Average
For 1902

	Feb.	Mar.	April.	May.	June.	July.	Aug.	Sept.	Oct.	Nov.	Dec.
33710	34409	32262	32456		32180	33402	30998	32726	39008	34820	
		32078	32300	32218	32296	34498	33178	33168		34948	
31236	31916	32400	34140	32238	32828		36286	32942	34784	34744	
31240	32433	32937		32292	32544	33170	33314	35174	32445	34808	
31600	32884	39737	32082	32020	33723	32720	32830		34366	34970	
31326	31804		32014	32184		32560	34958	33588	34440	37595	
31430	31981	48042	32238	33080	33724	32486		33586	34666		
33562	34802		32664	32268	31870	32696	32796	33274	37206	34838	
		32478	32248	32206	32146	34098	32696	32976		34704	
31452	32510	32726	34316	32580	32102		32612	32962	34482	34934	
31218	31834	32612		32114	32184	32722	32546	35721	34702	34520	
31604	31506	34702	32474	32200	33706	32616	32958		34812	34678	
31512	31896		32146	32222		32788	34623	32940	34622	37235	
31380	31708	32146	32357	34203	32138	32662		33724	34456		
33984	34642	32150	32611		32320	33094	32830	33560	38537	34856	
		32392	32352	32226	32612	34516	32808	33680		34536	
31344	32826	32568	34441	32212	32034		32716	33506	34944	34721	
32046	35992	32310		32142	32278	32872	32646	36611	34914	34928	
31226	32900	34468	32059	32848	33724	32478	33110		34886	33992	
31820	32372		32634	32122		32386	35249	33620	34976	38135	
31504	32372	32296	32096	34534	32170	32372		32958	34938		
33978	34739	32294	32178		32258	32364	32716	34368	38067	35050	
		32064	32206	32088	33266	34244	33700	33918		34678	
31822	32482	32160	34295	32504	32228		32916	33942	34974	35554	
31587	32652	32630		32000	32424	32476	34038	36350	34760	32804	
32806	32486	34424	32284	32670	34576	32606	32963		34806	34890	
31918	32226		32272	32578		32714	34788	33866	33224	37524	
31692	32336	32526	32294	33892	32746	32625		33662	34906		
	34922	32221	32354		32564	32516	32812	33832	37092	34950	
		32250	31252	32576	32520	34244	32782	33990		34892	
	32397		34295	32580				34290		34710	
33987	355083	871531	880680	813753	878461	857825	866149	816344	890988	948927	

DAILY AVERAGE FOR THE YEAR, 33216

The above statement, is true and correct in every particular.

Witness my hand and seal before me

this 1st of January, A. D. 1903.

B. L. Linn

C. S. Burch

Public in Kent County, Michigan.

General Manager.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$150 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-58 Ludgate Hill, E.C.

NEW YORK, FEB. 25, 1903.

THE Washington, D. C., *Times* and the New York *Daily News* have about an even anaemic appearance.

"PREYER'S Information and Guide for the Liquor Business" is a neat little red volume of 150 pages wherein are set forth facts about whiskies, distilling, internal revenue laws, bonded warehouses, lists of distilleries in Kentucky and Pennsylvania and other matters pertaining to the affairs of old John Barleycorn. The book contains little information that can be used by an advertising man, but ought to appeal to anyone in the liquor business, for it is clearly written and conveniently arranged. The publisher is Mr. Edgar R. Preyer, 45 Beaver street, New York.

WHETHER one's name be one to attract and to hold attention, or otherwise, should determine the fitness of putting it in big headlines. It is seemly that Wanamaker, Marshall Field, Siegel, Cooper & Company and many other names of big advertisers should be prominent, for these are household words, and people have grown accustomed to them. They search for them, in order to find out what they have to offer. But if one be not known—if he be but an occasional advertiser, or one altogether new in the field, it would be better for him to seek some other spell to charm. The leading lines might properly invite attention to special bargains of some kind.

A SWORN statement of the actual circulation of the Pawtucket, R. I., *Evening Times* for 1902 shows a daily average of 15,772 copies, a figure which will stand against that paper in the forthcoming issue of the American Newspaper Directory.

It is not a new thing for artists to sell their talents to advertisers, since fully a score of years have passed when the proprietors of Pears' soap engaged the service of one of England's most famous painters to execute the work known as "The Soap Bubble," reproductions of which have appeared again and again in magazines alongside of advertisements of their article of manufacture. But it is worthy of note that never before, as now, have there been so many high class artists employed in this work.

THERE is no basis for questioning the *Times'* statement that it publishes more announcements of dividends, meetings, elections, coup- ons, bond redemptions and financial advertising generally than any other newspaper in the United States, for it makes financial news a leading feature and those interested in markets, investments and corporate property can hardly afford to be without it. The volume of financial advertising in the *Times* for 1902 was 536,385 agate lines, or more than every other New York morning daily. This is an exceedingly impressive showing when one considers the paper's conservative policy and rigorous censorship of financial announcements. A little brochure just issued contains the names of 1,705 corporations and firms that made financial announcements through its pages during the year. In legal advertising the *Times* was also ahead of every other morning paper, printing a total of 348,108 lines. It also led in educational announcements (76,238 lines), resort and hotel advertising (221,031 lines), dry goods (1,076,009 lines) and real estate, apartment, house and flat publicity (514,860 lines). The total number of lines printed during the whole year, all classes, was 5,501,779, against 4,957,205 for the previous year.

Mr. J. MYRICK BEARLEY, manager rent department for G. W. Adair, real estate and renting agents, 6 and 8 Wall street, Atlanta, Ga., sends a sample of a real estate ad which he prepared for the daily press. The ad is commendable for good display, also for plenty of facts and information in regard to the property offered for rent.

THE water that has gone by will not run the mill. He leans upon a shaky post who rests his business upon a past reputation. Men do not ask what one was, but what he is. The world is marching on and on, and to keep up with the grand procession one must move right along with it. The people have been educated to go to advertisements for information as to where to buy.

Mr. H. L. REED, real estate, 13 East Main street, Amsterdam, N. Y., sends PRINTERS' INK some of his real estate publicity in the form of cards and circulars. Both are presumed to be follow-up matter and both are excellent. The Little Schoolmaster is delighted to see such progress in real estate advertising. The cards are especially good, envelope size, at the top is a neat halftone of the property offered, below a terse description and price demanded.

A MODIFICATION of the trading stamp plan is being operated by Goldstein & Migel, general dealers, Waco, Texas. This firm has organized what is known as the "G. & M. Boys and Girls Club," to which any youngster may belong upon coming to the store, registering his or her name and receiving a button. The object of the club is to collect sales tickets issued with purchases by Goldstein & Migel, and every six months cash prizes aggregating \$100 are given to the members who succeed in amassing these tickets to the greatest face value. The first contest closed December 31, and the prizes of six winners were deposited for them in a savings bank. Tickets may be collected from anyone who is willing to give them to youngsters.

STRENGTH is beauty. Strength is victory. In the strength of an advertisement lies its value. The words used should have meaning, and they should be strung together in such manner as to increase the strength of their meaning.

A BOOKLET describing Vital-Vine, manufactured by the Hanford Vital-Vine Co., Rochester, N. Y., makes an effort to get away from the stereotyped language and scare arguments of the old-fashioned tonic advertising, and is convincing because rational in its statements.

THE new Department of Commerce will have the unique distinction of dealing with the largest commercial interests of the world. In domestic exports, in manufactures, in transportation, and in internal commerce the United States is at the head of the world's list of great nations. Some figures just compiled by the Treasury Bureau of Statistics, which by the new law becomes a part of the Department of Commerce, estimate the internal commerce of the country at twenty billions of dollars, or equal to the entire international commerce of the world. In arriving at this estimate of \$20,000,000,000 for the internal commerce of the United States, the Bureau of Statistics includes only one transaction in each article produced, while, in fact, a very large number of the articles produced pass through the hands of several "middlemen" between those of the producer and those of the consumer. The estimate is based upon the figures of the census, which put the total value of manufactures in 1900 at \$13,000,000,000; those of agriculture, at nearly \$4,000,000,000, and those of minerals about \$1,000,000,000. Adding to these the product of the fisheries, the total value of the products of the great industries in 1900 would be eighteen billions of dollars, and the rapid growth in all lines of industry since 1900, especially in manufacturing, seems to justify the conclusion that even a single transaction in all the products of the country would produce an aggregate for 1902 of fully twenty billions of dollars.

SOMEWHERE in the United States is a town called Kenton, and in that town is a paper called the *News-Republican*. This paper issues a neat little booklet of convincing advertising argument in which its own address has been very cleverly concealed.

WILLIARD DOUGLAS COXEY will assist "Tody" Hamilton in the press department of the Barnum & Bailey Circus during the coming season. Mr. Coxe has been contracting press agent for Ringling Brothers' Circus during the past twelve years and in that period has purchased thousands upon thousands of columns of space in every sort of newspaper from metropolitan dailies to crossroads weeklies. It is commonly believed that the contracting press agent of a large circus has better notions than the publishers themselves of the difference between the price asked for such space and the rate at which it can ultimately be bought, and if Mr. Coxe ever sees fit to write a book of reminiscences the volume will make interesting reading for general advertisers who do their own placing in this class of mediums.

If the reports of certain subscribers be true, *Mahin's Magazine* is circulated by a novel and successful plan. Where publishers of newspapers carry advertising from the Mahin agency the managers of the magazine take it upon themselves to see that it is sent to them regularly, as it is believed that the various articles on psychology and other wonderful things among which we move and breathe and have our being are matters that every newspaper publisher will find it worth while to study—at least, every newspaper publisher who secures business from the Mahin Advertising Company. These subscriptions would be considered rather a small detail in some publication offices, but the managers of *Mahin's Magazine* have evolved a system whereby they can be attended to very scrupulously, while the dollar that is deducted from the newspaper publishers' checks is thus invested in a commendable cause instead of being wantonly squandered.

THE trouble with too many advertisers is that they hold on too long, and thus "slop over." The man who writes an advertisement has something to say; but when he has said it he should quit.

THE publishers of the American Newspaper Directory frequently receive requests for extracts and partial lists of papers from the Directory by advertisers, who do not feel warranted to spend ten dollars for a copy of that work. As a matter of fact they don't need it for their particular purpose. To such advertisers a book entitled "Leading Newspapers" is recommended. "Leading Newspapers" is the result of seven articles, recently compiled and published in PRINTERS' INK dealing with the leading periodicals in all fields. The information contained in this book is based upon the data and facts of the October 1902 issue of the American Newspaper Directory. The seven articles were carefully revised and put in book form in December last. "Leading Newspapers" is a compact and valuable little book. It contains information of an entirely new sort. Each chapter is preceded by a clear essay upon the publications that it treats, while the index of publications at the back enables one to come at its information readily. While the American Newspaper Directory has been closely adhered to in the compilation, the chief effort has been to list the best periodicals impartially, whether rated by figures or letters. It is, first and foremost, a compilation of "Leading Newspapers." It can be carried in one's pocket. It is a solid little book made for hard service, and gives data that has never before been arranged in this form or so handily. The papers it fails to name the general advertiser will do well to keep out of. Small advertisers will find it of the first importance as a handbook of American periodicals, and large advertisers will use it in connection with the Directory. It contains the gold found in the bottom of the pan when the earth and sand have been washed away. The price of "Leading Newspapers" is one dollar a copy, payable in advance.

PHILADELPHIA is deeply stirred over an oddity in bulletin boards which stands on the old mint site in Chestnut street. According to the most trustworthy and cool-headed observers it is eight by fifty feet long and composed of the title headings of nearly 1,500 newspapers from all parts of the world, arranged in circular form. It was erected by the Arnold Advertising Agency, and serves the same purpose as the Omega geese—to make people talk about the cause of its existence. Therefore, it is probably good advertising.

A DAINTY little lithographed booklet containing portraits of actresses, with testimonial letters, is used to advertise Dresden Face Powder and Riker's Illusion Cream. Dresden Face Powder blends harmoniously with the skin to form that soft, velvety finish so greatly admired, so seldom seen, while Illusion Cream imparts a natural transparent whiteness only equalled by Parian marble. Fay Templeton finds them both an absolute joy. The booklet is issued in an edition of 1,000,000 and is to be distributed in the best residence sections of the United States by the Wm. B. Riker & Sons Co., 586 Washington street, New York. A sample of the powder accompanies each booklet, and the name of the local agent will be printed on the cover.

AN exceedingly commendable financial calendar is issued by the National Trust Company, Limited, of Montreal, Canada. A page is devoted to each month of 1903, and as nearly as it is possible to tabulate them there have been given lists of annual meetings, bond and dividend payments and other dates of importance to those interested in Montreal financial and commercial securities, tables by which annual dividends may be computed, and a complete index at the back. On opposite pages are given trust company information and arguments. This is the second year of its publication, according to Mr. Norman Binmore, the company's accountant, and an edition of 4,000 is circulated among the business men of Montreal.

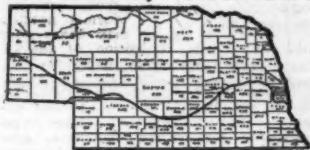
OPTIMISM leads many advertisers into snares. It is not safe to cut prices upon an assumption that this will lead to largely increased sales. The competitor can cut as well, and contests of this sort usually result in disaster to all parties concerned.

EVERYBODY who is anybody in the advertising way reads PRINTERS' INK. As a matter of fact I do not understand how anyone that is at all interested in the subject of advertising could get along without it, and I think if I was an advertiser and going to employ a man to handle my advertising the first question I would ask him would be if he read PRINTERS' INK. If he was not alert enough to have done this regularly I do not believe that I would consider him worth employment.

Klaus Bream

NEW YORK, February 4, 1903.

It is said with truth that the Omaha *Daily News* has the most remarkable record of growth of any newspaper published. In a little more than three years the *News* has taken first position among Nebraska papers. Its circulation at present is as the publishers say over 36,000 daily, 97 per cent of which is net paid circulation. The *News* was the pioneer one cent paper of Omaha and among the local advertisers many use it exclusively. The *News* is a



paper which deals on the level, every advertiser knows what he gets when he buys space in it and he also knows exactly how much he gets. The illustration here reproduced is a map of Nebraska, greatly reduced and the figures contained thereon are the numbers of individual subscribers in each county who pay for the paper yearly in advance.

THE advertisement below appeared in the *Sunday Herald* of February 15, 1903:

Charles Austin Bates, advertising writer, wishes position with large, reputable manufacturer as advertising manager. Nine years agency and commercial advertising experience, covering entire field. Address A. A., 218 Herald Downtown. None but first-class houses need answer.

THERE may be proprietary medicines which possess little value, yet the majority of them had been thoroughly tested and proved before they were exploited in newspapers. Respectable dealers are not likely to invest big money in pushing a compound that has no merit. All doctors are by no means infallible, and their mistakes may be legion. The patent medicine must be weighed carefully, considered with care and proved to be possessed of remedial virtues before it is marketed. That so many of them have been in the market for years and are stand-bys in respectable families is highest proof of their merit.

WHAT is known as the "bill-board nuisance" now has a sort of younger brother in the letter box advertising nuisance, which is a more direct bane to the average city dweller than the comparatively harmless bulletins and billboards that stare him in the face each morning as he rides downtown. There is a postal law which can be brought to bear upon this abuse, according to the *New York Times*:

The Postmaster should request persons whose mail receptacles are thus invaded to send to him the circulars collected. He would thus know who are the real offenders. A formal notification that such use of mail boxes must stop and that a repetition of the offense, unless committed under the protection of a properly canceled stamp, will bring upon the offenders the penalties of the violated law, would end the trouble very quickly or reduce it to negligible proportions. Butchers, grocers, "painless" dentists, hairdressers, carpet cleaners, furniture movers, and the hundred other enterprising solicitors of trade who fill letter boxes with their circulars, may or may not know the law. If they know it they probably assume that it is a dead letter, and if advised that it is not and that their violation of it is known and officially recognized, not many of them would incur the risk for the doubtful advantage it brings. In proportion to the return it is the most costly form of advertising ever devised, and those who think it either cheap or profitable are mistaken.

THE advertisement is not an automaton which, once started, will bring in trade and enrich the advertiser. It is absurd to think that the advertisement will do all. The advertising of a business is but one branch of it.

GIVE your booklet a comprehensive, attractive title and you give it a status. When things have convenient handles people take hold of them more readily. Let the title reflect a fresh one. Instead of "A Description of Suburban Residences in New Jersey Accessible to New York City," for example, call it "Where to Live and do Business in New York." And the first thing to be avoided in connection with a catalogue is that very word "catalogue." Call it anything but that. Select a name that readers will remember, using it in newspaper or magazine ads, and curiosity will be piqued. Select one that will attract the man who sees it for the first time, and the booklet can safely take its chances in the mails, for it will gain a reading where stereotyped titles fail.

A TEMPORARY injunction restraining the Postmaster of Kansas City from withholding the mail of the Home Co-operative Company was recently granted by the United States Circuit Court in that city. Postmaster General Payne has denied the company the use of the mails on the opinion of Attorney General Knox, declaring that it was conducting a lottery. Postmaster Harris, of Kansas City, was enjoined from holding, returning or stamping the word "fraudulent" upon the concern's mail, and a large amount of matter was immediately released upon the serving of the injunction. The bill of complaint alleges that the concern's business has been illegally and arbitrarily stopped, and that such procedure is in direct violation of article V, amendment to the Federal Constitution.

Six members of the United States Senate virtually control the entire body, but the others can make a fair income writing testimonials for patent medicines.—*New York Telegram*.



"OUR WHITE HOUSE QUEEN."

THE ABOVE IS A REPRODUCTION OF THE MOST EXQUISITELY EXECUTED POSTER WHICH "PRINTERS' INK" HAS SEEN IN A LONG WHILE. IT IS USED BY THE BROWN SHOE CO., MAKERS OF THE "WHITE HOUSE SHOES" FOR MEN AND WOMEN, ST. LOUIS. THE POSTER IS FINISHED IN COLORS AND GOLD AND IS A BEAUTY. HOW IT ADVERTISES OR WHY IT SHOULD SELL SHOES, IS HOWEVER, NOWHERE EXPLAINED OR SUGGESTED.

"MARINE ENGINEERING."

A representative of PRINTERS' INK called recently on Mr. H. L. Aldrich, publisher of *Marine Engineering*, to find out anything about that paper that might be of interest, and opened the interview by asking where *Marine Engineering* circulates.

"I can more easily tell you where it does not go," said Mr. Aldrich. "It reaches practically every part of the globe where there is shipbuilding or shipbuilding interests." Here he produced a list showing the distribution of *Marine Engineering* by States and countries, confirming his statement. Resuming, he said: "*Marine Engineering* reaches the designers, owners, superintendents, draftsmen, foremen and those in authority in practically all the shipyards of any importance, as well as the chief engineers of ocean-going steam vessels. It is taken by many people in inland towns and cities where one would suppose there could be no real interest in the matters of which it treats. *Marine Engineering* has a bona fide circulation averaging more than 5,000 copies monthly, of which over 4,600 are paid. Take for example our distribution for February of this year: New York City, 316; domestic, outside of the City, 2,849; foreign, 298; delivered to American News Company, 1,225; making a total of 4,688, leaving 312 copies for advertisers, exchanges and the extra calls from the News Company, which are of frequent occurrence." Here the PRINTERS' INK man ventured a remark about complimentary copies. "No, sir," said Mr. Aldrich. "there isn't one on our entire list. If *Marine Engineering* isn't worth two dollars a year it isn't worth anything, and we do not send it free to anybody." To a question about returned copies from the News Company, Mr. Aldrich replied that he never knew them to exceed ten per cent, and that very often the direct demand for extra copies used up every one so returned.

"Now," he continued, "there are, in round numbers, only 500 ship and yacht builders in this

country, big and little, or perhaps 125 large ones. There are, approximately, 7,500 licensed steam vessels, many of which are only harbor or excursion craft. When you divide 4,500 copies among the really important yards and vessels, it does not require a great deal of penetration to see that *Marine Engineering* literally covers its field. As a matter of fact, *Marine Engineering* is practically alone in its field. Many people confuse it with the nautical papers, but there could be no greater mistake, because such papers simply give nautical news—the location of certain vessels, changes in ownership and command, weather reports and all that sort of thing—whereas *Marine Engineering* is just what the title indicates—a paper devoted exclusively to the details of designing, building and operating all sorts of vessels. We cannot make our paper up from clippings; we must, and do, have as editors and contributors marine engineers of the highest authority and the best paid writers on marine matters.

"We are very liberal with illustrations, using only expensive halftones and wax line cuts, often of such size to require an insert 11 by 22 inches made at our own expense.

"Our efforts to make a good paper—one that can be absolutely relied upon for the most accurate of marine information—have not only brought us a circulation of 5,000 copies per issue in the six years' existence of the paper, but have brought a generous recognition from advertisers, of which we now have 250. Every advertiser pays exactly the same rate for a like amount of space. The standing of *Marine Engineering* with its advertisers is, perhaps, best shown by the fact that but one of them discontinued when we raised our rates in January. The readiness of our advertisers to renew their contracts and often to increase their space is all the proof we want that *Marine Engineering* is a profitable advertising medium.

"But I want to prove to you, for the benefit of PRINTERS' INK, the American Newspaper Directory, and whoever it may concern, that we do not belong in what the

Directory is pleased to call 'the JKL class'; that *Marine Engineering* prints and circulates 5,000 copies monthly, as we claim."

Here Mr. Aldrich produced proofs, in the way of paper bills, printer's bills, postoffice receipts, and the News Company's orders, all for several consecutive months, and his mailing list. He did more, and it was better than all the list, he filled out and signed his actual issues for a full year, the total issue and the average issue. *Marine Engineering* itself seems to bear out all its publisher's claims for it, and it would seem that considering its comparative youth and limited field, it has made truly remarkable progress.

A CLEAR DEFINITION OF TRADE-MARKS.

We know of no subject concerning which there is so much ignorance, even among reasonably well-informed men, as that of trade-mark law.

All that the United States law does is to provide that certain trade-marks, which have already been acquired, may be registered at Washington. Registration does not confer the right. The right to a trade-mark is acquired by adoption and usage. A man might coin

a word or devise a symbol, but unless he applied it to some article he manufactured, and used it in trade, he would have no right to it. And as for registration in the Patent Office; this is not allowed to all trade-marks, but only to such as are already in use in commerce with foreign nations or with Indian tribes. Therefore, a perfectly valid trade-mark, if it had obtained only a local use, could not even be registered at Washington. The registration is only prima facie evidence of ownership. It does not pretend to establish ownership. It is valuable only as proof that at the time of its registration it was claimed as the property of the person registering it. It might easily occur that a man might register a trade-mark that did not belong to him, but registration would avail him nothing against the claimant to whom it rightfully belonged and who could show priority of usage, regardless of the fact that the latter had never made application for registration, or had made application and had been refused. There is nothing mysterious about a trade-mark. It is simply a brand or other designation which distinguishes certain goods as being of the manufacture of a certain person or firm. Trade-marks are protected, primarily, to prevent imposition and fraud upon the public; and, secondarily, to protect the manufacturer in his right to supply the demand which he has created for his particular goods. It is not a grant of government. It is a right residing in the individual. The government protects this right, but does not confer it.

—*National Druggist.*

"The Great Daily of the Great Northwest."

Mr. Advertiser.—

Are you getting the best service for your money in Minneapolis?

The only way to profitably cover Minneapolis and the great Northwest is by placing your advertising in the columns of

THE MINNEAPOLIS JOURNAL

Here is the one newspaper that has the right of way in the homes of the purchasing classes of this prosperous section.

Sworn circulation 57,093.

Investigation will disclose facts peculiarly interesting to the general advertiser.

Tribune Building,
NEW YORK.

F. LEE STARKE,
Mgr. General Advertising,

Tribune Building,
CHICAGO.

I love my love with a "J."

PRINTERS' INK, a journal for advertisers, is the recognized authority on all advertising subjects, the instructor of hundreds of successful advertisers.—*Jas. S. Jackson, Winnipeg, Manitoba.*

PRINTERS' INK keeps abreast of the times. It tells all about advertising that is worth knowing and tells it in a manner that is both interesting and instructive.—*Charles E. Johnstone, Hartford, Conn.*

What a good tonic is to a run-down system—so is PRINTERS' INK to the advertiser. Like all other good things it has been imitated, but nothing has ever equaled the original.—*J. W. Jester, Wilmington, Del.*

To be able to write your ads in an attractive manner, the business man should constantly be in touch with the best authorities on the art of advertising. PRINTERS' INK, which is appropriately called the Little Schoolmaster of advertising, is the best authority on this important subject.—*Joseph, Oregon, Herald.*

Advertising is one of the main essentials of business success. Effective advertising does not come by inspiration, it must be learned. Of the several ways of learning, the most practical is regular study of the principles deduced from the experience of those gone before. This is given in PRINTERS' INK weekly.—*A. A. Jones, Philadelphia, Pa.*

PRINTERS' INK is the "know how" of the advertising world. It has helped more people over the rough road to successful advertising than all the other advertising mediums combined. It has royally earned its title of the Little Schoolmaster of advertising.

PRINTERS' INK is to the advertising student what the kindergarten is to the child.

An advertiser can construct an advertisement without the guidance of PRINTERS' INK, but the PRINTERS' INK student will get the business.—*Ryerson W. Jennings, Philadelphia, Pa.*

In a town of 8,000 population, situated seven miles from the city of Pittsburgh, the publisher of a semi-weekly paper found it a difficult matter to get merchants with excellent stores to advertise as judiciously as they should. There were others who did not advertise at all. He had often called upon them relative to advertising more systematically. No attention was paid to this, and things went from bad to worse. He realized they had to be educated in the art of advertising. He was a constant reader of PRINTERS' INK, which had been a schoolmaster to him, and concluded what benefited him would help others. He contracted for several copies and sent them to certain merchants. It was not long until suggestions were

adopted from this valuable book by these very merchants, how to advertise and hold the trade, etc. Merchants who carried small cards took larger spaces and advertised more regularly. Business grew and the revenue began to come in in such a manner as to surprise the merchant, who had practically concluded there was nothing in advertising. Merchants who had never before advertised were attracted by the advertisements of their neighbors. They, too, caught the fire, and soon the results of the teachings of the little book went on until to-day two daily papers are reaping a harvest from the merchants of this town, many of whom attribute their success to PRINTERS' INK.—*G. Fred Jones, McKeesport, Pa.*

BUSINESS AND THE POSTOFFICE.

One of the most interesting evidences of our continued prosperity is the enormous increase of twenty per cent in the postal business of the fifty largest postoffices in the United States. The increase implies chiefly the development of commercial correspondence and other commercial uses of the mails. But it is not only a story of commercial prosperity that may be read in postal statistics. The increasing density of population is indicated by the rise in the number of postoffices—from 64,000 to 76,000 in ten years, or more than a thousand a year. Within the same period the number of postage stamps annually sold increased nearly two billions—that is, say, it was very nearly doubled. Hardly less important than the commercial story told by the growth of the business of large postoffices is the meaning of the development of rural delivery systems. There are now 8,500 routes and there are petitions for 10,000 more.—*World's Work.*

ILLUSTRATED BUSINESS EXPRESSION.



THE YOUNGEST MEMBER OF THE FIRM
WILL SOON RETIRE.

A PLAIN STATEMENT IS BEST.

Office of
"CARRIAGE DEALERS' JOURNAL,"
TROY, N. Y., February 9, 1903.

Editor of PRINTERS' INK:

We have recently adopted the practice of proving, each month, the circulation of the *Carriage Dealers' Journal*, by sending to advertisers reproductions of our postoffice receipts, in the manner as shown by the inclosed sheet.

We offer this form of proof because we consider it the only kind that cannot be questioned, disputed or assailed.

One of our advertisers writes in response to a letter from us containing such proof, that postoffice receipts are not satisfactory for the reason that it is possible to inflate them, and that a sworn statement as to the number of copies issued each month would be preferable.

We write to ask if, in your opinion, there is any better way of proving circulation than by postoffice receipts, and whether, to your knowledge, any publisher ever succeeded in manipulating them and kept out of State's prison.

The *Journal* is the only trade paper in the carriage field that is proving its circulation in this way, or in any other way, so far as we can learn, and we propose to bring the others into line in this respect, or force them to admit their weakness by refusing to do so.

An opinion from you on the matter referred to above will be greatly appreciated.

JOURNAL/COMPANY OF TROY.

MacCarthy

Editor.

In PRINTERS' INK's opinion the postoffice receipt is one of the least satisfactory ways of proving circulation. From the very nature of the case it cannot be correct for there are always some copies that do not go by mail. The receipt tells how many pounds were mailed but not how many copies. If the interested party had a copy of the paper in hand and a weighing machine before him he would not know that the paper was always of the same weight or that the paper referred in the receipt was not heavier or accompanied by a bulky supplement. The *New York Times* sends out a literary supplement one day in each week, a financial supplement on another day. On some days possibly it may have twelve pages regular or eight, or sixteen, or twenty-four, but of these the postoffice receipt cannot take cognizance. The best way to tell the circulation is to prepare a table upon which is set down the number of complete perfect copies printed of each issue for a year that is past. If the circu-

lation is increasing direct attention to the fact, showing by the figures just what the increase amounts to. If it is likely to increase still more say so. If it will make you feel any better to go before a notary and make oath that the statement is correct there can be no objection to doing that. There is no trouble at all about convincing advertisers that you print as many copies as you say you do, provided you are telling the truth. It is the man who knows he is lying that has all the trouble in the world in getting people to believe he is telling the truth. Advertisers are not so very interested in learning how many copies were printed of a single issue of a paper. The very readiness to tell conveys the impression that that issue was an exceptional one; but the advertiser who has your statement of the number of complete copies you have put out of each issue for the period of a full year feels pretty competent to judge how many copies you will issue for a year to come. Have a printed table always standing in type, have it brought down to date every quarter or every month. Inclose it in all your correspondence and if it is carefully and truthfully prepared you may rely upon it that those who see it will believe it. The more you dilate upon its truthfulness and offer to prove its accuracy the more you weaken it. Give every man all the proof he wants if he will come to your office to get it, but don't disgust him with offers to prove the accuracy of your simple statement before you have reason to believe that he doubts it.

MR. MC CALL'S CASE.

ST. LOUIS, Mo., Feb. 4, 1903.

Editor of PRINTERS' INK:

My first endeavor in the advertising field, seven years ago, was the result of reading a stray copy of PRINTERS' INK, which I found in the reading room of a branch Young Men's Christian Association. I feel that whatever ability my work may exhibit, is due to constant reading and faithful practice of the wisdom with which each and every copy of the *Little Schoolmaster* is crowded to the covers. Previous to becoming advertising manager of the MacCarthy-Evans Tailoring Co., I was for three years with the only Charles Austin Bates. Yours very respectfully,

JACOB G. MC CALL.

Advertising manager for MacCarthy-Evans Tailoring Co., and Shyroek-Johnson Manufacturing Co., St. Louis, Mo.

CREATING A DEMAND.

No. 151 WEST 46TH ST.,
NEW YORK, Feb. 11, 1903.

Editor of PRINTERS' INK:

Being a weekly reader of PRINTERS' INK, I take the liberty of writing you upon the following subject, and asking that you reply to same in your next issue, if convenient.

What, in your opinion, is the proper way to advertise carpets, rugs and linoleums, sold by a wholesale commission house to retail and jobbing trade?

I have found mail advertising very profitable, but am not entirely satisfied with trade journals touching our goods. Have never tried newspapers, but have thought of advertising one or two of our strongest brands in papers having large circulations, so as to create a demand for the goods on the part of the consumer. Our business being strictly wholesale, it would not be advisable to state prices. In this case we would be helping the retailer advertise, but do you think it would pay?

Yours very truly, G. H. PRATT.

If your articles possess extraordinary excellence, it would probably pay to create a demand for them through general mediums including dailies, magazines and publications like the *Ladies' Home Journal*. Many trade journals are almost as dull and dead as the ads contained therein, and it is no wonder that results are lacking.

GOOD ONES ARE SCARCE.

192 Michigan Avenue,
CHICAGO, Feb. 11, 1903.

Editor of PRINTERS' INK:

Please tell us how much of a circulation you give the *Grand Rapids Furniture Record* in the last Directory. Please say, too, what dozen advertising papers, besides PRINTERS' INK, are valuable. Your reply will greatly oblige one who has read PRINTERS' INK for years. Yours truly,

THE SIMMONS MFG. CO.

The *Grand Rapids, Mich., Furniture Record* is rated by the letter G, which means exceeding four thousand copies. To this is also attached a Y rating which signifies that no recent circulation statement has been furnished to the editor of the American Newspaper Directory. Advertisers value the *Record* more for the class and quality of its circulation than for mere copies printed and this fact is expressed by giving the publication the so-called goldmark ●●.

In the October, 1902, issue of the American Newspaper Directory are listed about thirty advertising publications, PRINTERS' INK babies, of which number several have ceased to exist. It would be an impossibility to name a dozen, or even half that number which might be called valuable.

A FREE AD.

NEW YORK, Feb. 16, 1903.

Editor of PRINTERS' INK:

The more the Omega Oil geese are discussed, the further away everybody seems to get from the facts.

I have the original design before my eyes as I write this, and am in a position to tell a plain, truthful, unadorned tale.

This design bears in one corner the initials "L. W."

It was purchased over three years ago in an art store on Forty-second street, New York, by Mr. M. Wineburgh, president of the Omega Chemical Company.

The consideration was a two-dollar bill.

It was on display in a show window. Mr. Wineburgh saw the advertising possibilities of the design, went in the store and bought the picture.

It lay around his office for several weeks.

Then it was resurrected, and the following immortal words were suggested as the text to go with the picture,—

"Don't be a goose. Use Omega Oil."

This was an adaptation of Frank Siddall's catchline,— "Don't be a clam. Use Siddall's Soap."

The design first appeared in the street cars, and later it was printed and painted in many forms and places.

The artist who designed the boy and geese was unknown for months, but one day a young lady came into my office and said she was the artist who had made our company famous.

As I remember it, this young lady gave the name of Laura Wells, which agreed with the "L. W." down in the corner of the original sketch.

Later on we found that the boy in the design was almost a total "swipe" from one of Peter Newell's characters.

"L. W." had simply changed Newell's creation by putting a mysterious bag of grain, or whatever it is, under the boy's arm.

The Newark young man (I presume he is young) who claims to have originated this design is as far from the facts as I would be if I should claim to have written "Romeo and Juliette."

I want to say something explanatory concerning my remarks about the boy and geese which PRINTERS' INK has quoted several times.

That expression occurred in an article devoted to "The Unknown Force in Advertising."

I said the boy and geese were "Senseless, meaningless, foolish," but that back of them, where you could not see it, is that subtle, indescribable force in advertising which pushes things along to success.

Mr. Wineburgh, with that rare foresight which few advertisers possess, saw the subtle force behind the funny picture, and he has since made the design familiar to the eyes of a whole continent.

BERT. M. MOSES.

SOME terse, sound, well written truths about signs and window cards make up a little booklet from E. G. Bartlett, Leeds, England, and the brochure has the added merit of specifying the right signs and cards for certain lines of business after the general philosophy of the subject has been disposed of.

OF LASTING FAME.

New York, Feb. 16, 1903.

Editor of PRINTERS' INK:

A news story from the *Evening World* of February 11th brings to mind a question. How can one refer to the place advertised, or advertising, characters have taken recently in our daily life? The great publicity of Spotless Town apparently died out a year ago, but now we find that the name is still worth money to a theatrical manager. When Spotless Town had its vogue newspaper caricaturists used it frequently. Social entertainments were built around it and writers of topical songs employed it regularly.

Jim Dumps and his alias Sunny Jim have recently become common property much the same as a prominent actor or politician. Not long ago *Judge* created some comment among advertising men by building a front page cartoon on the Omega Oil boy and geese, and recently that same publication made another full page lithographed picture on the Victor Talking Machine's well known illustration of the attentive dog and the phonograph. The *New York Evening Journal* also used the Victor picture in a cartoon. Jim Dumps and Force have in particular boosted themselves into all sorts of free space. Here is a story from the *New York Evening World* which money could hardly buy, and a cartoon from the *Detroit News* which cost the Force people nothing and which the *Literary Digest* reproduced at the same price. Newspapers all over the country talk of Sunny Jim in terms that indicate that he is a well known local character; Wall street brokers have fun with their fellows by labeling them Jim Dumps and Sunny Jim, and by making funny cracks about Force. It is more or less difficult to find a show without one or two gags on this order:

Soubrette: "I went to the banquet given to the firemen and the policemen last night."

Funny man: "Gee! You must 'a had lots to eat."

Soubrette: "You bet I did. They gave the firemen oatmeal and the police Force."

Maybe the Force company pays for some of this theatrical stuff. Likely they paid for the Broadway end of it, and the road companies swined these gags along with the rest. The writer of a funny department in the *New York Evening World* recently referred to a policeman as a "human cascade"—because he works while you sleep. References to Munyon and Lydia Pinkham are common in comedy shows. These are simply a few illustrations that come to my mind. They suggest the idea that advertising has reached a point where people generally are watching for new "characters" and quick to popularize anything that strikes their fancy. Yours truly, BEN B. HAMPTON.

THE well advertised article of to-day makes the "has been known" article a back number.—*Progressive Advertiser*.

If some adwriters were put behind the counter, they probably would not say many of the things they say in their ads.—*White's Sayings*.

IT DOMINATES THE STATE.

Office of

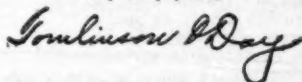
"DAILY ARGUS-LEADER."

SIOUX FALLS, S. D., Feb. 4, 1903.

Editor of PRINTERS' INK:

We beg to say to you that the people of South Dakota read more *Argus-Leaders* than all other dailies combined, whether printed in South Dakota or any other State. The *Argus-Leader* is the home newspaper in every town in South Dakota; it reaches ninety per cent of all the business and professional men in the State; has five times as great a circulation as any one other paper circulating in this field and nearly twice that of all other dailies combined. In view of the fact that Sioux Falls is as large as the next five towns; that this is a frontier State, sparsely settled, we believe that the circulation showing is magnificent. We believe that no other paper in the United States covers as large a percentage of no one field as does the *Argus-Leader*. During the past eighteen months we have accomplished for South Dakota what has long been desired, viz.: the establishment of a newspaper printed within the State which gives to our people as much telegraph news as they can get in any of the city dailies, ten times as much State news and delivers to them ahead of any rival. During the past year we have added a full night to our former day force; have increased the regular size of the paper from eight to twelve seven column pages; have doubled our telegraph, State and market reports and now issue a paper beyond comparison with anything it has to meet. That this is cordially recognized you will see from the testimony of the press and also of many prominent residents. These improvements have enabled us to drive out the St. Paul, Minneapolis and Sioux City papers upon which South Dakota people formerly relied. Our entire free list is less than 200 and we sell less than 150 papers per day through news agents and on trains. We believe we have accomplished a most remarkable thing, unrivalled elsewhere. The largest town on our list, outside of Sioux Falls, votes 500 less, while the others dwindle from that point to ten or fifteen. During the past year our circulation has grown from 4,070 to 7,190. The statement that our people get their reading matter from the East is not true so far as daily newspapers are concerned and is less true in general of South Dakota than of Iowa, Minnesota, Nebraska or the other Western States.

Very truly yours,



MOST anybody who can put thought on paper can write some sort of an ad but only the trained writer who has studied and appreciates the "eternal fitness of things" is able to be certain that what he says conveys his meaning, undistorted, to the reader's mind. This ability requires the use of words that impart mood as well as meaning—atmosphere as well as fact.—*Jed Scarborough*.

IN NORFOLK, VA.

NORFOLK, Va., Feb. 7, 1903.

Editor of PRINTERS' INK:

We note the letter of Mr. H. M. Murray, business manager of the Norfolk *Landmark*, in your issue of Feb. 4th, and can readily understand that having failed to establish a claim to "quantity" of circulation, and having exhausted the old worn out "quality arguments" his last and only resort now is to discredit our circulation. We have been up against the problem of having to compete for business with circulation statements, made by the *Landmark's* canvassers and agents, ranging from 5,000 to 20,000. It is true they sometimes called them "readers," and eased their conscience by a mental reservation that from four to five persons read each paper (See *Landmark* literature).

In this enlightened period, when space values are based upon definitely proven circulation; when advertisers want facts and figures, and not fairy tales—any newspaper manager who will sit quietly and allow the standard authorities to estimate the circulation of his paper, is either lacking in business sagacity, in energy, or his paper is being overestimated.

For more than ten years the Norfolk *Virginian*, and its successor, the *Virginian-Pilot*, has complied faithfully with every requirement of the American Newspaper Directory and of every other authority and advertiser, in furnishing complete and full information as to its circulation in detail, sworn to, and proven when required. Absolutely open books has been our rule—disposition books, route books, cash book, mail books, paper bills, postage bills, in fact everything pertaining to circulation, are cheerfully exhibited. We now extend, through PRINTERS' INK, another invitation to any representative of the American Newspaper Directory, the General Advertisers' Association of America or any other party or parties interested, to verify the following circulation figures, taken from our sworn statements, published by your Directory during the past six years. Will the *Landmark* do the same? Ask its management. We will pay the expense of the examination or share it with them as they may prefer.

Virginian-Pilot's Circulation.

Sworn Statements.

Average	daily	entire	year	1897	6,077
"	"	"	"	1898	7,826
"	"	"	"	1899	8,060
"	"	"	"	1900	9,378
"	"	"	"	1901	9,815
"	"	"	"	1902	10,793

Virginian&Pilot Publishing Co,

R. B. Turner

Supt & Advertising Manager:

At the sixth monthly dinner of the Advertising Men's Club of Kansas City, held January 28 at the Midland Hotel, Mr. W. B. Leffingwell, of Chicago, spoke upon "Merchandising by Mail," Mr. Ernst Kastor, of St. Louis, on "Practical Adverting" and Mr. W. C. Hunter, of Chicago, on "Progress in Advertising."

THE REFORMED CHURCH.

PHILADELPHIA, Dec. 17, 1902.

Messrs. Geo. P. Rowell & Co.:

On page 14 of a pamphlet published by your house and bearing on its cover page the title "The Religious Press" I find that under the sub-head of the Reformed Church you make mention of but one religious journal, namely, *Reformed Church Record*, published at Reading, Pa. In this connection, allow me to say that the *Reformed Church Record* whilst it is a religious paper, in no way officially represents the Reformed Church. It is owned, published and printed by a Mr. Daniel Miller, who is a member of the Reformed Church but represents it in no official capacity. He is, however, not a member of the Reformed (Dutch) Church but of the Reformed (German) Church. The official organ of the Reformed (Dutch) Church is the *Christian Intelligencer*, a most excellent religious paper.

I beg, however, to call your attention to the *Reformed Church Messenger*, the official organ of the Reformed (German) Church in the United States. Under separate-cover we send you several copies of our paper. The constituency we represent is made up of energetic, intelligent, progressive people. They are a power in the religious and social world, especially in Pennsylvania, Maryland and Ohio. Their educational institutions at Lancaster stand in the front rank. The *Messenger*, if you will examine its pages, speaks not only for the educational institutions of the Church at Lancaster, Collegeville, Allentown and Frederick, Md., but represents also the Home and Foreign mission work of the Church. Pardon me for writing at this length but inasmuch as you have shown your appreciation of the religious weeklies by publishing this pamphlet, I take for granted that the above information would be at least of some little interest to your house.

Believe me, Very sincerely yours,

*C. J. Messer.*Editor *Reformed Church Messenger*.

Since the communication printed above was received, the editor of the American Newspaper Directory has been furnished with a detailed statement duly signed and dated showing that the average issue of the *Reformed Church Messenger* for the year 1902 was 8,574 copies. He has not been able to learn that the *Christian Intelligencer* of New York, the official organ of the Reformed Church, has of late claimed to issue even one-half as many, although in 1894 its publisher did assert that no issue for that year was less than 7,920 copies. A principal object had in mind in is-

using the pamphlet to which Mr. Musser refers, and "Leading Newspapers," the little volume that is just now attracting so much attention, was to bring out information of the kind conveyed in Mr. Musser's note, and which cannot fail to be valuable to American advertisers. A later communication from Mr. Francis E. Heller, business manager, conveys the information that the *Reformed Church Messenger* is the official organ of the Reformed Church in the United States. While the *Christian Intelligencer* is the official organ of the Reformed Church in America. This would appear to be rather a fine distinction.

Good type used with bad taste suggests silk hats among savages.—*Jed Scarborough.*

ADVERTISING is a good deal like a life insurance policy—it's for future protection.—*White's Sayings.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

THE TIMES-DEMOCRAT, Charlotte, N. C., needs all semi-weeklies in the State.

THE CHARLOTTE NEWS needs the list of afternoon papers in North Carolina.

A DWRIER seeks position with large wholesale or retail clothing house. "I. M. O. K.," *Printers' Ink.*

A DWRIER to send samples of their work and prices to "R. F. M.," Box 2730 Johannesburg, S. Africa.

EXPERIENCED advertising manager wants position on good daily. References. Address "R. H.," care *Printers' Ink.*

CIRCULATION manager on paper with 15,000 circulation wants change. Am a hustler, with good references. Address "W. F.," care P. L.

MORE than 500,000 copies of the morning edition of the *World* are sold in Greater New York every day. Needs any two other papers.

LIVE, young ad man wants position with daily, city over fifty thousand preferred, or with progressive mercantile house. **KNOX**, care *Printers' Ink.*

A D-SCHOOL graduate, also experienced stenographer, desires position as assistant to advertising manager. Best of references. Address "M.," *Printers' Ink.*

YOUNG man (25), educated (B.A.), desires to learn ad business. Two years' practical experience. Has traveled abroad. Address "VALUE," care *Printers' Ink.*

YOUNG MAN with ad-writing and printing ability desires position with adv. agency or large concern. **T. VAUGHAN STAPLER**, 200 South 10th Street, Philadelphia.

WANTED—Rates and sample copies of all publications catering to mail-order business, provided rates are consistent with circulation. **A. O. CO.**, Englewood P. O., Chicago, Ill.

CIRCULATION manager desiring to change location will correspond with publishers with a view to engagement. Correspondence confidential. Address "J. M.," care *Printers' Ink.*

ADVERTISER SOLICITOR wanted to handle the Eastern business for "Art and Photography," the only illustrated magazine published South. Devoted to Art, Photography and Hobbies. A hustler with good reference only. **ART AND PHOTOGRAPHY**, Atlanta, Ga.

ADVERTISING man, with broad experience, now business and advertising manager of leading New England daily, desires to make a change. Would like to hear from publishers needing a business producing advertising manager or solicitor. "AGGRESSIVE," care P. L.

ALL newspaper circulation managers to write for prices and samples of the ten different books published by us and written by Murat Halstead. They make paying premiums. Over 6,000,000 sold. Enormous demand for his latest books. **THE DOMINION COMPANY**, Dept. D, Chicago.

CIRCULATION manager of recognised ability desires position on county seat weekly paper. Have highest possible credentials and can show unprecedented statements of previous work. Any publisher having a feasible proposition for such a man, address "HUBTLER," care *Printers' Ink.*

A NEW YORK Advertising Agency wants an outside man, young, of good address, civil, persistent, but not cheeky; having some knowledge of the comparative merits of local newspapers and desiring to learn the business—which is a very good one. State age, previous employment, salary expected, and name one or two references. For the right man this is a good opening. Address "ADVERTISING AGENCY," P. O. Box 672, New York City.

WANTED—A1 man, the best the market affords, to assist in advertising department by taking entire charge of the printing; one who can buy printing and make catalogues from the ground up; thoroughly familiar with the best kinds of printing and engraving and qualified to buy that sort to the best advantage; must be familiar with paper sizes, values, up to date in every way. To the right man a good position with a good future, with one of the largest mercantile houses in Chicago, is open—a house that is constantly getting out catalogues and other printed matter in very large quantities. In replying state age and experience in detail. All applications considered confidential. Address "Z. Y.," 811 Boyce Bldg., Chicago.

MISCELLANEOUS.

PRICE on "Theory and Practice of Advertising" will soon advance to \$1.00. 75 cents now does the trick—50 complete lessons—post-paid. Foreign money orders should be payable at Sunbury, Pa. Order now. **GEORGE W. WAGENSELLER**, A. M., Author, Middleburg, Pa.

THE management of every live newspaper wishes to increase business—daily—weekly—monthly. It must chiefly be gained through an increase in advertising. Advertising is a peculiar proposition to new or prospective converts. It's a force and a tool and can work destruction as well as success. An advertiser must be systematically developed. First his mind must be prepared, the field cleared, and then comes the practical, tangible proposition. **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising, is the pioneer force to make—first, converts to advertising, then to show the young advertiser the way to success. The missionary work of **PRINTERS' INK** is as unique as it is successful. It works silently and surely on the mind and intellect, especially on the latter. The newspapers of the United States can point to no other single factor that has done so much to enhance and develop their advertising. The publishers of **PRINTERS' INK** are willing to bargain with a few newspapers of the highest grade to send a specified number of **PRINTERS' INK** subscriptions and allow them to be paid for by an advertisement of **PRINTERS' INK** to be inserted in the paper interested. Any one interested should specify how many subscriptions are wanted and inclose his latest rate card. Address **PRINTERS' INK**, No. 10 Spruce St., New York.

STEREOTYPE OUTFITS.

COLD Simplex stereotyping outfit, \$15.00 up. Two engraving methods, with material, \$25.00. Foot-power circular saw, all iron, \$37. **HENRY KAHRS**, 240 E. 33d St., New York.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

PRINTERS' MACHINERY.

WE BUY, SELL OR EXCHANGE Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price.
CONNOR, FENDLER & CO., N. Y. City.

FOR SALE.

PLATES for printing, paying mail order books **NATIONAL INSTITUTK**, Glen Ellen, Cal.

THE CHARLOTTE NEWS and **TIMES-DEMOCRAT** have the largest circulations in the best city and county in North Carolina.

YOU can buy space in the **Charlotte NEWS** at reasonable rates. It carries more advertisement than any other North Carolina daily.

FOR SALE—Solid mahogany flat top desk, also veneered mahogany chair. Cost \$50. **ROBERT HOSSACK**, 63 Schermerhorn St., Brooklyn.

SPACE for sale in every issue of **FACTS AND FICTION** at 20c. per line. Circulation 75,000 monthly. It pulls results that pay. **FACTS AND FICTION**, Chicago.

"THEORY AND PRACTICE OF ADVERTISING" now 75 cents. Second edition will soon be issued and price will jump to one dollar. Send 75 cents to-day to the author and publisher, **GEORGE W. WAGENSELLER**, A. M., Middleburg, Pa.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. **BASSETT & SUTPHIN**, 45 Beekman St., New York City.

PREMIUMS.

MURAT HALSTEAD'S books have had remarkable sales. Over 6,000,000 sold in 6 years. Demand steadily increasing. We have published 10 different books by this author. Best of premiums for newspapers and wholesalers. Satisfactory prices. **THE DOMINION CO.**, Dept. D, Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, *size issue* now ready; free. **S. F. MYERS CO.**, 45-50-52 Maiden Lane, N. Y.

LYON & HEALY'S NEW PREMIUM CATALOGUE now ready contains musical instruments of all descriptions, including a special cheap talking machine. \$20.00 worth of our mandoline and guitars used in a single year by one firm for premiums. Write for this catalogue to **PREMIUM CLERK**, Lyon & Healy, 199 Wabash Ave., Chicago.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Sample copy 10 cents, New York City.

ADDRESSES FOR SALE.

5,000 TO 7,000 names of poultrymen and farmers for sale. **NATE COLLETT**, R. 4, Edinburg, Ind.

BILLPOSTING AND DISTRIBUTING.

ADVERTISING matter, circulars, samples, etc., distributed. Have reliable agents in all large cities of the Eastern States. Write for prices. **STERLING ADV. AGENCY**, Box 27, Wilkes-Barre, Pa.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$15. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

MAILING MACHINES—No type used in the Wallace Stencil Addressing Machines, which address wrappers, envelopes, etc., at the rate of 100 per minute. A card index system of addressing, a great saving of time and money, used by **Printers' Ink**, **Butterick Pub. Co.**, **Cosmopolitan Mag.**, **Leslie's Mag.**, the **Ellis Co.**, **A. D. Porter Co.**, **Comfort**, **Augusta**, **Mc. Cushman** Couple, **Boston**, **Mass.**, **W. B. Conkey Co.**, **Home Life Pub. Co.**, **Chicago**; **Press Pub. Co.**, **Lincoln**, **Neb.**, and scores of others throughout the country; write us for terms and circulars. **WALLACE & CO.**, 39 Murray St., N. Y. City.

ADVERTISING MEDIA.

25 CENTS per inch per day; display advertising, flat rates. **ENTERPRISE**, Brockton, Mass.

40 WORDS, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 8,000.

POPULATION, city of Brockton, Mass., 40,063. The Brockton **ENTERPRISE** covers the city.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

35 WORDS, one month, 35c., classified column. Circulation 75,000. **FACTS AND FICTION**, 334 Dearborn St., Chicago.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

WHOLESALESMEN'S AND RETAILERS' REVIEW, San Francisco, covers wine, beer and spirit trade of entire West and Orient. It creates a demand. Write for rates.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

TRY the "Post." You always get satisfactory results. 20 cents an inch flat rate. Reading notices, 5 cents a line. Largest weekly circulation in Pennsylvania. "POST," Middleburg, Pa.

THE leading weekly of Central Pennsylvania. Is used by nearly all the general advertisers. Display, 30 cents an inch flat rate. Reading notices, 5 cents a line, brevier. "POST," Middleburg, Pa.

\$10 WILL pay for a five-line advertisement in four weeks in 100 Illinois or Wisconsin weekly newspapers. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

ADVERTISE in a weekly that brings results. The people here are prosperous and earning money. They spend it, too. Do you want some of it? 30 cents an inch display. 5 cents a line reading notices. "POST," Middleburg, Pa.

50,000 GUARANTEED circulation, 15 cents a line. That's what the **PATH-FINDER** offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **PATH-FINDER**, you are missing something good. Ask for sample and rates. **THE PATH-FINDER**, Washington, D. C.

THE FREEMAN, the national organ of the Negroes. It is supreme in this field. A valuable mail-order medium reaching a class of customer not now reached by your present system of advertising. Advertising returns are the convincing arguments of its circulation. Not to surmise you would surprise us. Advertising rates on application. **GEO. L. KNOX**, publisher, Indianapolis, Ind.

THE NATIONAL FARMER AND STOCK GROWER is a high-class monthly farm paper with a strong leaning toward live stock raising. It reaches the best agricultural constituency and has the largest circulation in its class. Guaranteed circulation 100,000 copies each edition. For advertising rates address any up-to-date agency, or the publisher, **PHILIP H. HALE**, 410 Granite Building, St. Louis, Mo.

TO ADVERTISING AGENTS.

WRITE J. M. RYAN, Old Orchard, Me., about high-class advertising proposition making strong appeal to concerns manufacturing for general consumption throughout the U. S.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.
Special prices to cash buyers.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free. **THE SHAW-WALKER CO.**, Muskegon, Mich.

PRINTERS.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO.**, 15 Vandewater St., New York.

EYE-CATCHING, mind-holding, result-producing printing is our specialty. What do you wish to advertise? We'll send samples, quote prices and write copy. Our monthly calendars would make valuable memory joggers for you. **INNES & SONS**, Printers for Advertisers, 300 S. 16th St., Philadelphia.

A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too. **PRINTERS' INK PRESS**, 10 Spruce St., New York.

BOOKS.

DEPARTMENT STORE DIRECTORY. \$1 postpaid. 333 Broadway, New York.

SUCCESSFUL ADVERTISING, HOW TO ACCOMPLISH IT, by J. Angus McDonald; 400 pages; clear, concise, complete, sensible; won world-wide fame; every advertiser should have it; postpaid \$2. **LINCOLN PUBLISHING CO.**, Provident Bldg., Philadelphia.

THE book of books for the Advertiser and the Advertiser, "Theory and Practice of Advertising," the first and only text book on Advertising in the world. Price will soon be raised to one dollar. At present 75 cents, postpaid. **GEORGE W. WAGENSELLER, A. M.**, Author, Middleburg, Pa.

"LEADING NEWSPAPERS," a handbook for advertisers, compiled by the editor of **PRINTERS' INK**, is now ready for delivery. Every advertiser and every student of an advertising school should add this book to his working outfit. It's a handsome volume, substantially bound in green cloth and gold, pocket-size, and will be sent postpaid upon receipt of one dollar. Seven separate chapters give broadly written information that is valuable to every advertiser and necessary to know for everyone who intends to make a living by writing and placing advertising matter. Address **PRINTERS' INK**, 10 Spruce Street, New York.

ADVERTISING NOVELTIES.

USEFUL novelties to keep—non-expensive. **RADECKE MFG. CO.**, Chicago.

COIN CARDS.

33 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

HALF-TONES.

GOOD half-tone at a low price. **STANDARD**, 61 Ann St., New York.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. **THE YOUNGSTOWN AND ENGRAVING CO.**, Youngstown, Ohio.

ADVERTISEMENT CONSTRUCTORS.

FOR ads that will draw business, address **H. J. ELLSWORTH**, Buffalo, N. Y.

A. B. MERRITT, Writing, Printing and Illustrating for advertisers. 64, Rapids, Mich.

MY ads help you sell the goods. **WILLIAM H. BEBACK**, 334 Barnett Ave., Kansas City, Kan.

GIVE details and I'll make proposition direct. **JED SCARBORO**, 357A Halsey St., Brooklyn.

MY SPECIALTY—Writing good ads for the small-town merchant. **ED. C. BARROLL**, Farmington, Mo.

EDWIN SANFORD KARNS, writer and promoter of profitable publicity, 571 East Forty, third St., Chicago.

MAIL-ORDER ADVERTISING written and planned. Schemes devised. **EUGENE KATE**, Boyce Bldg., Chicago.

HENRY FERRIS, (H) mark. 914-920 Drexel Building, Philadelphia. Ad-writer, designer, adviser.

ILLUSTRATED advertisements at low cost for bankers and retailers. Best made. Send business card. **ART LEAGUE**, New York.

GOOD GOODS and a good advertising man can do wonders in increasing a business. Shant' we join hands? **ROSS D. BRENNER**, Keith Building, Philadelphia.

WHO is infallible? I don't pretend to be. Only know that lots of critical business men are well pleased with the kind of advertising I prepare for them. Send for samples. **BENJAMIN SHERBOW**, 1019 1021 Market St., Philadelphia.

WHY not order a copy of "Theory and Practice of Advertising" to-day? 75 cents now. Price will soon advance to \$1.00. Make foreign money orders payable at Sunbury, Pa. and domestic orders payable to the Author, **GEORGE W. WAGENSELLER, A. M.**, Middleburg, Pa.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

THIS FRIGHTFULLY COSTLY!!

T for a man in any business or profession whatsoever, to be **FORGOTTEN** and this is what makes oblivion come so very, very "high." The man who is **REMEMBERED** by a buyer about to place an order is the man who gets that **ORDER** every time, whereas the man who is **FORGOTTEN** doesn't.

I make a specialty of building a little memory joggling "things" of various kinds that when persistently used insure their promulgator against being so **EXPENSIVELY FORGOTTEN**. Many of these "little things" of my "get" slip into the regular 6 1/2 envelopes and into most "leads" from No. 7 upwards and say in small space quite as much as need be said to a busy man with his thirst for "hot-air" and "padding" under perfect control. I'm always glad to send samples of my "doings" to those whose communications suggest possible business, and who know too much to use a postal card when asking that they be sent.

REMEMBER THIS, MY BRETHREN!!

You cannot "refresh" a buying memory too often—if done discreetly.

My "doings" include catalogues, booklets, price lists, folders, circulars, mailing cards and slips, circular letters in series, newspaper, magazine and trade journal advertisements; in short, commercial literature in all of its many possibilities.

My work includes writing up the subject matter for all such things, from notes furnished me—often from very meager ones.

FRANCIS I. MAULE, No. 31, 426 Sanson Street, Philadelphia.

HELPFUL HINTS.

While it is the experience of the most successful real estate men that there is no other plan of advertising that pays so well as the newspapers, it has been found that a ten line ad in the classified columns is much better than great big space among the display ads.

For some unexplained reason the press generally makes a lower rate on "Wants," "For Sale," etc., than they do for ads taking the run of paper. For instance the Philadelphia *Record* charges twenty-five cents a line for display advertising while nearly all classified ads are inserted for one cent a word, which is about one-third the display rate. And a page ad in **PRINTERS' INK** costs \$100 if only one word is used in the center of the white space, yet an entire page set solid in pearl type under a classification amounts to only about \$50, this rate being twenty-five cents a line.

The small ads are the most interesting part of a paper to many people and the real estate advertisers have gone a long way to make it so, therefore extra care should be taken to have these classified ads readable and a little "spice" thrown in at times makes them more interesting.

"Blind ads" as they are sometimes called are often used with profit by realty dealers who have property to dispose of as an investment. This ad

SAVINGS Bank Depositors will secure valuable information by addressing **F. R. CARTER**, 12 East 42d st., New York City.

is run for the sole purpose of procuring names and addresses which it is said are sold for a higher price per 1,000 than lists of names of any other kind. Any one answering the above is liable to be deluged with circulars explaining all manner of real and some that are not real securities.

The real estate agents of Buffalo inaugurated some years ago a plan to print a continued list of all property in the city for rent. It was revised and issued weekly and has proven profitable and satisfactory. This idea might be utilized by the smaller towns and cities when no regular real estate exchange exists, as it effects a big saving in printing expenses for the agents and saves lots of time to house hunters. If the idea was explained to most any job printing firm they would take it up.

A Chicago real estate operator has built up a big business advertising in a most novel and original way. He offers to deduct \$100 from the purchase price of any house he sells if a baby is born on the premises during the first year and should there happen to be twins one-half the price is deducted. It was luck for him that Mrs. Ormsby, the Windy City woman who gave birth to

quads, had not registered with him for a house, as on this basis the entire mortgage would have been wiped out.

A much better plan than encouraging the infant industry in this manner would be for a promoter of a sale of house lots to offer a prize to any family who named a newly born girl baby after his subdivision. If the idea was adopted an unusually pretty name should be selected for the site, the scheme would cause talk and secure newspaper comment.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by **THE DESBARATS ADVERTISING AGY**, Montreal.

THIS one thing I do—
Canadian advertising—**W. T. ROBSON**
(Specialist in Canadian Advertising),
N. Y. Life Bldg., New York.

WANTED.—Case of bad health that **R-I-P-A-N'S** will not benefit. Send 5 cents to **Ripans Chemical Co.**, New York, for 10 samples and 1,000 testimonials.

BRITISH ADVERTISERS' AGENTS

Gordon & Gotch

Estimates and every information supplied.
21, Bride St., London, Eng. Founded 1868.

GOOD NAMES for the Mail Order Trade

The names of over 80,000 good, energetic and up-to-date Negroes including Lawyers, Doctors, Preachers and School Teachers. Every name guaranteed and only one in a family. \$2.50 per 1,000. Address **CHAS. H. STEWART**, care The Freeman, Indianapolis, Ind.

ADVERTISEMENT WRITING PRACTICALLY TAUGHT BY MAIL.

I give my personal attention to each student.

I teach the essentials, the vital principles, the things that count.

I teach each student about the things which he personally most needs to know.

I teach him not only to know, but to do.

I build him up methodically from the place where he is toward the place where he wants to get.

I charge only what he can afford.

Write for particulars.

WOLSTAN DIXEY
ADVERTISING SPECIALIST,
114 FIFTH AVENUE, - NEW YORK.

Strictly A HOME Paper.

The Joliet Daily News

A strictly paid circulation of **6,549** daily and 2,650 weekly, going into the homes of Joliet and vicinity, makes high-class advertising mediums.

Detailed statement, monthly circulation examined by the Association of American Advertisers.

H. E. BALDWIN, Adv. Mgr.

RIPANS

RIPANS Tabules

Doctors find

A good prescription

For mankind

The 5-cent packet is enough for usual occasions. The family bottle (80 cents) contains a supply for a year. All druggists sell them.

The St. Paul Globe

Circulation Jan. 1st., 1903, 31,050.

Average Circulation for month
of December, 1902, 28,398.

The Globe's increase in circulation and advertising patronage the last six months has been greater than that of any other Twin City newspaper. *Largest St. Paul morning circulation. Books open to all interested.*

THE GLOBE CO., St. Paul, Minn.

M. F. KAIN, Business Manager.

Foreign Representatives:

CHAS. H. EDDY, Tel. 2971.-John
10 Spruce St., NEW YORK CITY.

F. S. WEBB, Tel. Main 2467
87 Washington St., CHICAGO.

That's It!

October 1st
to 15th.

**Largest Paid
Circulation
ever obtained
by a
Nashville,
Tennessee,
newspaper.**

October	Samples, Exchanges, etc.	Actual Copies Sold.
1st,	1,066	15,134
2d,	716	15,684
3d,	600	16,950
4th,	10,550	15,782
5th, Sunday.		
6th,	900*	15,757
7th,	798	15,585
8th,	683	15,642
9th,	550	15,823
10th,	820	15,521
11th,	10,800	15,703
12th, Sunday.		
13th,	705	15,888
14th,	1,000	15,600
15th,	560	15,865
	29,748	204,934

**Daily average
copies sold - 15,764**

**Daily average
circulation - 18,052**

There's no question about it, the DAILY NEWS offers *by far* the best advertising proposition ever offered by any *Tennessee newspaper*. Covers every inch of its field.

DAILY NEWS, NASHVILLE, TENN.

Western Representative,
C. A. ALLEN,
112 Dearborn Street,
CHICAGO.

Eastern Representative,
F. M. KRUGLER,
918, 150 Nassau Street,
NEW YORK.

Continuous G r o w t h

EACH issue of **The Magazine of Mysteries** shows an increase in advertising patronage. The March number has **1289** lines, or **over eight columns** more than February.

This continuous increase is due to the merits of the paper and the results it is giving advertisers.

No objectionable curative medical nor liquor advertisements are taken, which makes the increase all the more remarkable.

Following table shows the increase in the last seven months:

September 1902 issue	-	-	1,355
October	"	-	2,405
November	"	-	3,209
December	"	-	4,361
January 1903	"	-	5,211
February	"	-	7,805
March issue	-	-	9,094

Every line of the above was taken at card rates.

It pays others; it will pay you.

With the May issue, size of paper will be changed; columns will be $2\frac{5}{8}$ inches wide and $12\frac{1}{2}$ inches (175 lines) long.

It is guaranteed that no issue will be less than **100,000 copies**. **Rate for April**, 30 cents per line. Forms for April close March 2d.

For further information address

ADVERTISING DEPARTMENT
THE MAGAZINE
OF MYSTERIES

713-718 Temple Court
NEW YORK CITY

THE JEWISH MORNING JOURNAL

The Only Jewish Morning Paper

Office, 228 Madison St., New York

Telephone, 698 FRANKLIN.

THE JEWISH MORNING JOURNAL gives all the news of the day and special features of great interest to the Jewish people.

THE JEWISH MORNING JOURNAL is the only Jewish paper distributed by regular news companies in all parts of Greater New York and vicinity.

THE JEWISH MORNING JOURNAL, owing to its wide circulation, is the best medium for reaching the great masses of the Jewish people. An advertisement in The Jewish Morning Journal gives the surest and quickest results.

THE JEWISH MORNING JOURNAL is the only Jewish paper through which "Help" can be secured immediately. It is the only Yiddish paper which serves its readers as an employment bureau.

Three Little Words

TRENTON, N. J., Dec. 15, 1902.

Printers Ink Jonson, New York City:

DEAR SIR—We are inclosing \$5.00, for which please send us 100-lb. keg of news ink on trial. Yours truly,

TRENTON TIMES, B. W. Cutler, Mgr.

TRENTON, N. J., Dec. 23, 1902.

Printers Ink Jonson, New York City:

DEAR SIR—We are inclosing you money order for \$20.00 for 500 lbs. of your news ink *same as sent recently*. The ink has suited us very well and we shall continue buying while it is so. Yours truly,

TRENTON TIMES, B. W. Cutler, Mgr.

TRENTON, N. J., Feb. 13, 1903.

Printers Ink Jonson, New York City:

DEAR SIR—Please send 500 lbs. of your news ink *same as you sent us last*. We inclose herewith postal money order for \$20.00, covering same. Yours truly,

TRENTON TIMES, B. W. Cutler, Mgr.

These three little words—"same as last"—speak volumes of praise for my goods and they appear on almost every order I receive. My prices on news ink are as follows:

500 lb.	barrels	at	4 c.	a lb.
250 lb.	kegs	at	4½ c.	a lb.
100 lb.	"	at	5 c.	a lb.
50 lb.	"	at	5½ c.	a lb.
25 lb.	"	at	6 c.	a lb.

My job inks are the finest in the land and are sold at 25 cents a ¼-lb. can.

My terms are f. o. b. New York, cash with order.

When the goods are not found satisfactory I cheerfully refund the money and reimburse the purchaser for the transportation charges.

Send for my price list.

ADDRESS

PRINTERS INK JONSON,

17 Spruce St. - - - - New York.

Beginning The New Year Right

The Philadelphia Inquirer

During the month of January last printed many more columns of paid advertising than any other newspaper in Philadelphia as is shown by the following table giving the total number of columns that appeared in each paper in that time:

INQUIRER, 2,016 columns

Record, . . . 1,763 columns

Press, . . . 1,716 columns

North Am., . 1,399 columns

Ledger, . . . 1,241 columns

These are all computed at the uniform measure of fourteen agate lines to the inch and 300 lines to the column.

This shows that the wise advertisers know the value of THE INQUIRER as an advertising medium.

What others have accomplished through the columns of THE INQUIRER, you can do yourself. Try it.

Address for advertising rates

THE PHILADELPHIA INQUIRER

1109 Market St., Philadelphia, Pa.